JOHN BULL, OCTOBER 9, 1937

TWOPENCE.
Vol. LXII.
1634.

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JOHN BULL

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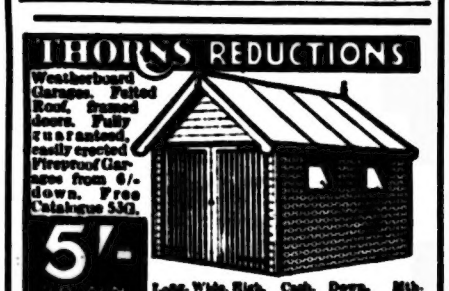

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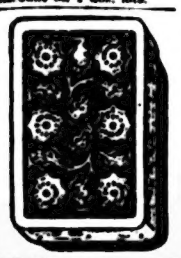

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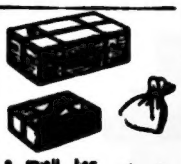

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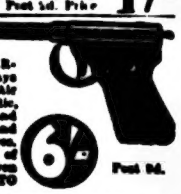

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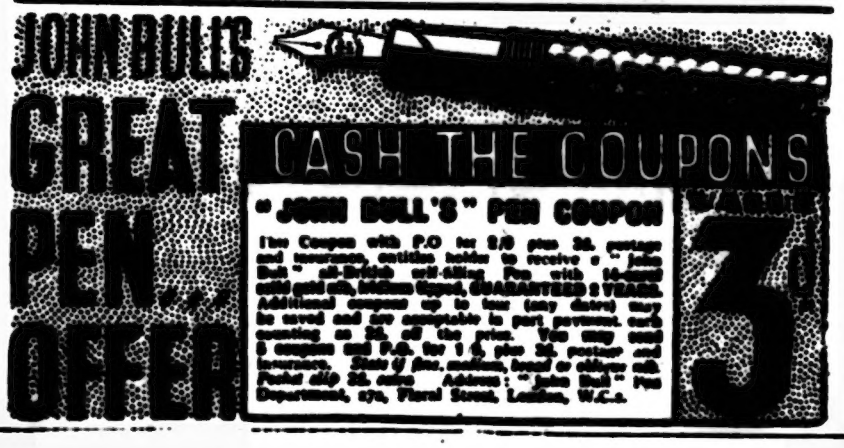

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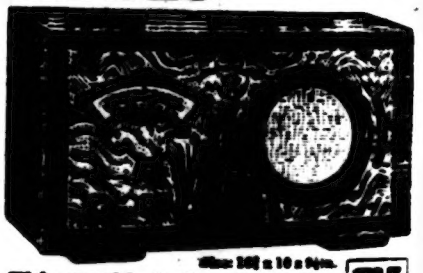

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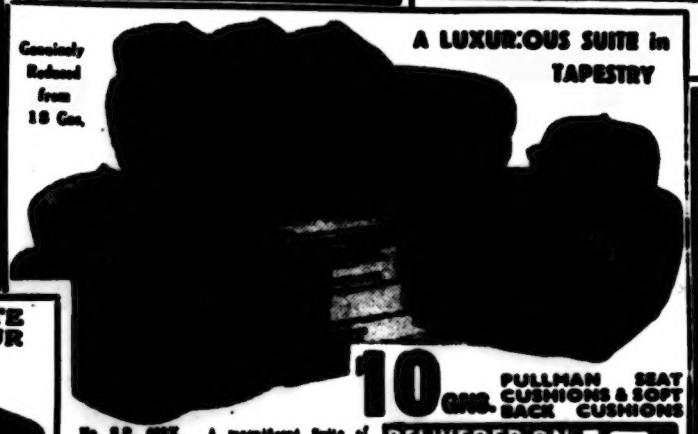

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WITHOUT FEAR OR FAVOUR

. . . the Society has taken her savings and closed its doors

Huge Medical RAMP Exposed

A FEW days ago a concern calling itself the British Bankers and Medical Insurance Company, Ltd., was brought before the attention of Scotland Yard. It had crashed'—if you can call the demise of such a miserable, mean and penny-grabbing institution a "crash."

But the pennies were the ill-spared savings of poor people, paid over for promised benefits in case of sickness.

Much astonishment has been expressed in certain quarters that such a company, purporting to give insurance, could be formed without any guarantees, supervision, or a pennyworth of funds, except what they can get out of their deluded clients.

But it is no news to us. Time and again John Bull has drawn the attention of the authorities to the operations of similar bogus insurance companies in many parts of the country. On two occasions recently our exposures have resulted in the founders going to prison for misappropriation and fraud.

But we realise well enough that any efforts we can make go only a little way towards stamping out what is already a gigantic and rapidly growing social evil.

There are now more than a thousand privately run insurance companies which offer sickness benefits and doctors' fees to working-class families for a few pence a week.

Some of these are old-established and properly directed; but there are hundreds which are either plainly fraudulent or are simply gambling with the money and the lives of the scores of thousands of working-class families who are upon their books.

They have come into being because the reputable insurance companies have never made sickness benefit facilities well enough known, or because their premium rates are scaled above the reach of the majority of working people.

State medical and health services are far wider than is generally known. But they could be wider still. The Government long ago betrayed its promise to extend National Health Insurance to the family of the breadwinner. And one bout of illness, with doctor's bills and extra necessities, can cripple a family's finances for a year.

So the insurance shark steps into the breach. He starts a company with a grandiose name, and to get round the law affecting the establishment of insurance companies he registers it to carry on all kinds of insurance business for which a Government deposit is not required. That seems an empty quibble, but the present law permits him to get away with it.

Then he sends his collectors round from house to house and through the factories, signing up insured for 3d. or 4d. a week. From an actuarial point of view the benefits offered are insane.

LIKE a bookmaker who arrives on the course with £5 in his pocket and hopes to clean up on the first race and so carry on business, these companies gamble on the fact that none of their insured is going to be ill for the first year.

One of these companies' announcements sent in to us by a reader is phrased like a bookie's advertisement. "3d. a week, NO LIMIT," it says.

It offers, among other benefits, to pay the whole of all doctors' bills after only 52 threepenny payments, a half after 26 payments. And collectors for this company in the South Wales area, paid on commission are going round public-houses soliciting contributions.

If a claim for benefit is made there is nearly always a quibble in the wording of the insurance contract. If too many claims come in the company simply vanishes, to start again somewhere else. New companies in this mean and cruel insurance racket are being formed at the rate of about four a week.

ONE firm recently had the idea of linking up its insurance with local tradesmen. Coupons were given with purchases. In other words, the offer was medical treatment given away with a pound of tea!

What is to be done about this rotten racket? Ministry of Health officials have admitted to John Bull that they are "gravely concerned" about the many failures and the steady growth in number of these dubious companies. But their "concern" will not end the business; we want some action.

An instant way of stamping out these companies would be for the Government to honour its promises to extend National Health Insurance to the families of all workers who contribute to the scheme. Then there would be no reason for their existence.

If that is too much to hope for, there are two immediate steps which can be taken. These companies cannot exist without the knowledge or aid of local doctors. It is forbidden for doctors to accept money or patients through canvassing. These companies canvass from door to door.

EVERY doctor in the country, therefore, should be informed through the General Medical Council that if he accepts patients obtained in this way he lays himself open to risk of being struck off the register.

The other step is legislation to bring all insurance companies within the provisions of the Assurance Acts, and subject to Government supervision over their funds. If a deposit is required for all companies doing insurance business, it will close the legal loophole which has permitted these bogus concerns to flourish.

There is no excuse for not passing a simple amending Act to cover this point. It can be done as an immediate step during the forthcoming session. And since the Government is itself responsible for the existence of these mean and bogus rackets, we demand that such action be taken.

Straight from the Shoulder

Angel of Peace Needs Punch

America Scheming New Debts Squeeze
An Intolerant Heresy Hunter
The Irish "Invaders"

MORE and more it appears that bombs are becoming the things of which dreams are made. Wild dreams of power, and that vicious new cult of self-sufficiency which seems to have no other purpose than satanic scheming to set the world on fire and suffer civilisation to the sword.

Spain has been set aflame by it. In the East an avalanche of atrocities has been dropped from the skies to spread death and desolation among the defenceless people of China.

The New Martyrs

Every day of the calendar is being underlined with the blood of the inoffensive martyrs of this mad new world.

Frightfulness follows frightfulness with such rapidity that our senses are becoming numb to the most ghastly story that the next day's news can provide.

Hardening Hearts

Individual tragedies leave us cold; we behold the death struggles of raped and conquered nations with little more than a shrug; the callous butchering of inoffensive women and children seems to call for no more than pained sighs—and eagerness to seek isolation behind drawn blinds.

And while a few raise protests and the cry of "boycott," and others bemoan man's inhumanity to man, nobody seems quite sure what to do about it.

Clothing Crisis

Most people appear content to drift along in an atmosphere highly charged with distrust, danger and the dread of treachery and drug themselves with the hope that the worst won't happen in our time.

Mussolini: Bully No. 1

And they are accompanied by those curious specimens of humanity who think they can see a bright side to everything.

Such people as the designer of clothes for film stars, who has discovered that women's clothes always become more beautiful and elaborate in time of world crisis.

A New Ideal

What women? But does it matter? We doubt whether the harried and decimated populations of Shanghai, Canton, Toledo, Guernica and Madrid share his consolations that the beauty and luxury of women's clothes often help to avert impending disaster.

There is more hope to be gained from the belief of a London parson who believes that boxing is the ideal training for religion.

A Simple Creed

While running a slum mission this parson discovered that boxing made all the boys who took it up lead clean and decent lives.

Such moral reform would help the world a lot to-day. If people and nations purged from their systems that canker of trying to do better than the other fellow.

If we settled down to trying to lead the simple unselfish life of trying to be nothing more or less than decent in our contacts with our fellow human beings.

Punch Bullies

The bully has always been a pest, and if boxing is the ideal training for religion then it wouldn't be amiss if the Angel of Peace was given more encouragement to take a few lessons in the noble art of self-defence.

After all, it is the cheap upstarts and tyrants—cowards at heart—who are responsible for the unrest in the world to-day.

It wouldn't be so necessary to bemoan the weakness of the League of Nations if it was made clear to the dictator crowd that the Angel of Peace was prepared to throw her weight about when occasion demanded.

K.O. for Tyrants

For far too long she has been portrayed as the wilting lily, scared underground by the bullies' threats of a "slosh on the kisser."

Give the Angel of Peace a strong right arm; put a gauntlet on it if you like instead of a glove, and the knocking knees of the tyrants will sound the death-knell of their own bestiality.

Pensions Madness

We have long since given up hope of seeing an end to pension absurdities and cruelties. An orphan's pension may be extended from fourteen to sixteen years of age providing the child attends school. It is stopped during all holidays, though arrears are paid later.

Well, a Cardiff girl was too ill to attend school for a month. Her mother innocently continued to draw the pension, but is now ordered to repay it!

Starve-and-Die Rule

Evidently the authorities believe that a child must starve during the holidays and be allowed to die if it falls ill.

Which is quite in keeping with a lot of other official decrees.

Heresy Hunter

The Church has enough problems to face without being embarrassed by the humbug of some of its prelates.

In his parish magazine the vicar of St. Andrew's, Grimsby, has been warning parents to say their prayers regularly with their children—and to see "that they on no account stray into the Sunday schools of the Central Hall, the Salvation Army, or other chapels there to pick up the poison of heresy and error."

Just Bunkum

We congratulate the other religious bodies in Grimsby on treating such bunkum with the disdainful contempt it deserves.

But they might say a few prayers, with their children, that the dear vicar be given some lessons in the virtue of toleration.

Heartbreak Walk

Real hardship, shared by tens of thousands, is that of a Birmingham out-of-work who lives nearly four miles from the employment exchange. Fare for the return journey is 7d. and he has to attend three days a week—which means a cruel tax on the "dole."

Why not free 'bus rides to the exchange for those who live more than, say, a mile and a half away?

Not so Rustic

Excise men are keeping close watch on the villages for illicit home breweries that have been set up in many cottages.

Brewing at home is only legal if sufficient water is added to make the product "near beer."

What is troubling the Excise people is that some of the villages are following this approved recipe, with the exception of adding the extra water

Worth the Money!

The London hospitals played a prominent part in co-ordinating the irritating multiplicity of flag days.

But the needs of the hospitals are vital, and the combined collection to be taken on October 12 will be in the interest of thirty-three special institutions.

When it is realised how many annoying flag days have been scrapped as a result of such a united appeal it is to be hoped that Londoners will make a generous response and say in effect, "For this relief—much money."

War Debts Bogey

Look out for a new demand from the U.S.A. for war debt payments. It is expected to come in the next few weeks.

President Roosevelt is getting into a muddle and will have to do something to square the "big money" interests who are clamouring for his removal.

Roosevelt may turn debt collector

"Make Britain Pay" is a policy calculated to rally them to his support again.

The idea is that the outstanding debt to the U.S.A. of over £2000 million should be reduced to £800 million and repayment spread over sixty years.

Our grandchildren, therefore, might still have the pleasure of paying for our modern follies. To us, however, there is some consolation in knowing that Mr. Chamberlain is not so keen on sending British gold across the Atlantic as Earl Baldwin was.

No More Muddle

Yet, for all the colossal wastage of life, material and money in the last war, the Government quite rightly feels that it cannot afford to ignore the possibilities of future conflict.

Working on the basis of "no muddle next time," a complete plan for conscription has been prepared in case of emergency.

Equal Pay

As far as such scheming can be commended, perhaps one of the best features of the plan is that if the "next war" ever comes we shall be spared some of the glaring inequalities of the past.

Industries will be mobilised, and there will be more numerous exemptions, but munition workers will be paid no more than the men who have to bear the heat of the battle. And quite right, too.

I Spy!

Meanwhile, it seems that spies are not to go without their share of the new prosperity.

In the Estimates now being drawn up for presentation to Parliament an extra £160,000 will be set aside for the Secret Service.

Which means that this branch of the State's work is going to cost three times as much as before the armaments scare began.

Penny Wise . . .

The bureaucrats of Whitehall have been keeping an eye on Civil Service telephones, and private calls have been practically stopped.

The Civil Servant who wants to 'phone his wife can only do so if he pays for it.

It may save the taxpayer a few pounds in the course of a year, but we can think of economies involving millions that might be thought of first.

Irish "Invasion"

The influx of Irish labourers into England and Scotland for potato picking always provides scope for criticism by those who won't stop to think.

Despite the fact that Irish folk are now emigrating to England instead of to America at a rate which forebodes problems for the future, it cannot be denied that these peasant people come to do tasks which our industrialised workers are unwilling to do.

Cheap Labour

Many of the Irish potato pickers bring their children with them.

It is a case of family ties more than exploitation, and provides some grounds for excuse.

But there is no excuse for those Scottish education authorities who arrange to close the schools for no other reason than to provide cheap labour.

Back to the Land

It is encouraging, however, to learn that difficulties are steadily being overcome in the efforts to settle on the land people from distressed areas who, after years of enforced idleness, begin to suffer the agonies of thinking they are useless and unwanted.

Nature is fickle, and it comes hard to former wage-earners when the seasons fail to "deliver the goods" according to expectations.

Hateful Words

Complications and some discontent are bound to arise when this happens. But human nature would be even more unkind if it failed to grapple with the problem of trying to prove that unemployment isn't a crime.

When sanity and justice prevail there will be no room in the language for such references to humans as being "unemployable" or "unwanted."

The Marriage Tangle

The Rev. A. D. Belden, the forthright minister of Whitefield's Tabernacle, London, always speaks with sincerity and conviction, but he has surely gone astray in his recent advocacy of a system of marriage by civil contract for definite periods and with the option of renewal.

He's gone astray this time

Admitted the law and public opinion are pretty confused over the issues of marriage and divorce.

But Dr. Belden's proposals, however, would not only be offensive to churchgoers, but, at the same time, give those outside any denomination a poor opinion of religious leaders' adherence to fundamentals.

No Wonder

The drapery trade is becoming alarmed at the shortage of apprentices.

It seems that the right type of girl and boy will not enter the trade, even though, in some cases, special inducements have been offered.

But who can blame the children. Special inducements are the exception. It is only a few weeks since we reported the case of a draper's apprentice doing a full week's work for the princely salary of seven shillings.

Knock-Outs

Fifty per cent. of England's 60,000 butchers are not getting a living. They might in Japan!

* * *

Germans are now wearing clothing made of wood. And wood under their hats, presumably.

* * *

No objection to proposed post office luxury lounges, but wish some of P.O. profits were used to bring a little more comfort to underpaid servants.

Grave Menace to the Modern Child

The harassed lives some children have to lead, because of the nature of the parents, lead some experts to fear a coming generation of neurotics (a film study)

ONE of the most obvious social changes of recent years has been the almost incredible speeding up in the *tempo* of living.

What with wireless programmes that tempt even lonely cottagers to keep their lights burning till midnight, the talkies, popular dance-halls, cars that families of modest means can afford, sports five times as frenzied and nerve-racking as those of the last generation, jazz, and the general pepping up even of our older forms of entertainment, life, like man himself, has taken to wings.

To borrow a phrase from the late Arnold Bennett, mankind is finding it almost impossible to live on twenty-four hours a day.

So far as people of adult years are concerned, they have only themselves to blame for whatever wrecked nerves, ruined stomachs, hangovers and the like they incur in the process of finding diversion.

But there is another section which is suffering more gravely, and to which no blame can be attached: the children.

School medical officers all over the country have been examining children by the thousand, getting reports from school-teachers by the hundred, and are firmly convinced in consequence that we are in danger of rearing a generation of neurotics.

The children to whom they refer are not all of them sons and daughters of thoughtless, pleasure-making people.

Indeed, there is hardly a school in the country that cannot yield cases of children kept up until 11 and 12 at night *regularly* by people who would bitterly resent the suggestion that they were not the best parents.

They are kept up to go with mother to the pictures. They are kept up to listen to the wireless. They are kept up to go out in the car.

Whatever the reason for keeping them up, the point is that "early to bed, early to rise" is fast becoming a forgotten part of the parents' creed.

And the result, as reports which we shall publish from different parts of the country show amply, is that hundreds of thousands of children are being ruined both in body and mind *by loving parents* just as surely as, perhaps more surely than, if they were starving their stomachs.

Take the case of Enfield, where the school medical officer, Dr. D. H. Geffen, and his assistant, Dr Gertrude Forrester, have sifted the reports of 266 teachers dealing with 2,877 senior children, 3,249 juniors, and 2,590 infants.

One young boy was visiting the pictures five nights a week. There were countless other instances almost as bad.

Did you see that picture portraying the horrors of the Japanese massacres of Chinese women and children? A corpse was shown floating down river; distorted human remains being thrown into a cart, while the commentator droned that putrefaction was a quick process in the East.

◆ ◆ ◆

Nobody would wish a child to be deprived of an occasional visit to the pictures. But there is no censorship of newsreels. No child who is allowed to go to the cinema whenever he or she chooses can miss the worst horrors that impinge on the adult mind.

To continue with the very thorough investigation made at Enfield, 3.6 per cent. of the *infants* and 6 per cent. of those not quite infants but not older than eleven were stated to go to bed between 10 p.m. and midnight.

No less than 52 per cent. of the *infants* and 35 per cent. of the junior children were allowed to listen to the wireless while they were in bed. And a considerable proportion of these have wireless sets in their own bedrooms.

What do they hear? Not the old-time lullabies which lulled children to sleep in five minutes in the old days, when mother went tip-toeing out of the room happily.

Variety is the lure, say the teachers of Enfield. Music-hall guests, and dance-band crooners. And often these things come long after children should be asleep. Little eyes fight to keep open, little brains suffer, little constitutions get more and more undermined.

Even infants go to school worn out by late-night dancing. Some of them have been tap-dancing. Any dancer will tell you how strenuous that is.

Some children spend tiring nights of rehearsal. Said one teacher very vividly of these: "Some of them go to sleep with muscles twitching to the time of the latest jazz tune."

Forty per cent. of one class fall into that category.

Some children are unable to come to school on Monday mornings—others, who do turn up, are too dead-beat to learn anything.

They are the children of families who go traipsing in their cars to the seaside for the week-end, every week-end, and who make slow tortuous return along car-gutted roads late on Sunday nights.

In general, the conclusion is that the modern child is not getting enough sleep to be healthy.

Everywhere where school medical officers have made similar enquiries, and such investigations are going on all over the country, the results are seen to be the same.

Says Dr. J. W. Lahban, Chester's medical officer of health, quoting his reports from teachers:—

"The reports I have received reveal that loss of sleep is the principal cause of malnutrition in a number of children, and is impairing the health of many others not classed as under-nourished. Many parents appear entirely indifferent to the necessity of putting children to bed early."

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Dr. Wolverson, of the Kent County Council's educational staff, and who has had the help of a hundred teachers, adds to this condemnation of parents who are thoughtless in this respect that "even where parents insist on their children going to bed early, the noise while daylight lasts makes it impossible for them to sleep."

Dr. W. M. Ash, school medical officer for Derbyshire, found that most of the children whose health was below normal were children who went to bed late at night.

Then there is Dr. J. H. J. Phillips, medical officer of health for Ashton, who recognises that much of the starvation we call malnutrition comes from sleep starvation. The fact that there are large numbers of sub-normal children locally he lays at the door of "the deplorable hours at which they are sent to bed."

He thinks nothing is more important to the health of a child than sleep, and yet "the children just retire when there is nothing further to interest them in the house, in the streets, or in the picture houses, by which time they are often so over-stimulated that sleep will not come to them."

If anybody should think he exaggerates the importance of early sleep to a child in speaking of it as the most necessary of all things, let them weigh this bit of confirmation.

London has nutrition centres for children. They save children's lives by careful attention to their diet. Good food is their all-important subject.

Yet the Paddington centre doesn't hesitate to say that it has discovered that "environment and the way of life have more effect on the health of a child than food," putting first on its list of necessities—sleep.

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Speaking of the under-nourished children that come to it, it declares: "In most cases it is not ample food that is lacking."

A score or more school medical officers have already stated with all the emphasis they can command that hundreds of thousands of parents are thoughtlessly, sometimes selfishly, undermining the lives of their children by embroiling them in the turmoil of modern life when they should be protecting them from it.

The education committee at Jarrow is so distressed by the results it sees that it is warning every parent in the town of the dangers.

Toddlers there have arrived at school with what grown-up revellers call "a hangover." Even the application of the word alone to such young children is horrible. Many children are physically and mentally exhausted by the middle of the morning.

Every mother and father in the town has received, or is to receive, a letter appealing to them, in the interests of their children, to join in an early-to-bed campaign.

At one time every child in the land was taught that early-to-bed made children grow up healthy, wealthy and wise.

True or not, it is enough for parents to have it on the authority of some of the best child experts in the land that late-to-bed certainly ruins a child's health, sours its childhood, unfits it for the battle of life that lies ahead of it.

EXCLUSIVE INFORMATIONS DIRECTED BY SIR WYNDHAM CHILDS

DUPES OF A PLUNDERING PEACEMAKER

MORE downright misrepresentation I have seldom heard of than that now being practised in a number of cities and towns by a rogue who passes under the name of Major H. Kindell Pomfrey, and who would have us believe that he is the chief British agent of a wealthy secret peace organisation called the International Vigilance Corps.

Advertisements in different newspapers lately have offered well-paid appointments to young men and women "possessing some knowledge of affairs and working-class conditions" in a society with world-wide ramifications for the development of European peace.

BOGUS MAJOR'S VICTIMS

Major Pomfrey is the advertiser. For four weeks he has been interviewing applicants up and down the country—and, incidentally, robbing as many of them as can be induced to succumb to his deception.

I will relate the experience of one victim, an apprentice pharmacist, who has been cheated by Pomfrey, and it can be taken as representative of what has happened in all the other cases.

The major—his rank is fictitious—arrived at the young man's home in a green-painted sports car and, in an attempt to establish his *bona fides*, described himself as a former cavalry officer who during the Great War had been an aide-de-camp to Field-Marshal Sir Douglas Haig, and in attendance on the British Commander-in-Chief at the moment the Armistice was signed.

Afterwards he had assisted in the negotiation and preparation of the military clauses of the Versailles Treaty.

Such close participation in these historic events, said Pomfrey, had left on his mind an impression so vivid that he had decided to devote the rest of his life to the cultivation of international concord and amity.

VALUABLE FRIENDSHIP

For fourteen years he had been a member of the secretariat of the League of Nations at Geneva, and had gained the friendship and confidence of M. Avenol, the present Secretary-General of the League.

Let me interpolate here that Pomfrey has never been an officer in any British regiment, that he was thousands of miles from France when the Armistice was signed, and that his existence and present activities were completely unknown to M. Avenol and the League of Nations until enquiries began to be made the other day.

His story runs much farther, however. He states next that there was recently established in the Free City of Danzig the organisation known as the International Vigilance Corps to "work quietly behind the scenes" for the improvement of international relationships.

The I.V.C., according to Pomfrey, has immense financial resources provided by, among others, philanthropists of world repute and by a group of rich American Quakers.

Co-operating in the work of the Corps, he adds, are men and women in close touch with the leaders of the British political Parties, high Fascist officers in Germany and Italy, administrators under the Soviet Government, and deputies and senators of France.

The foundation of the organisation is represented to be the mass collection and collation of the international political views of the man-in-the-street in all countries, and, for this purpose, thousands of agents are being appointed throughout Europe.

Their job is to prepare reports of what they can glean from discussions between working-class people in places where they forgather.

It is specially desired, the Major goes on, to have one sub-agent working under his direction in every town and county of Britain, and I he pretends that he has been instructed from Danzig to recommend names for the appointments at commencing salaries of £350 a year, plus expenses allowances, for a trial period of six months.

M. Avenol discounts this peace racketeer

At this point Pomfrey begins his robbery.

It is necessary, he mentions, for every applicant approved by him to present himself personally at Danzig for interview by the Director-General of the International Vigilance Corps.

Almost as if it were an aside, he suggests to the prospective dupe that it is in his power to arrange travel and hotel accommodation in Danzig for £25, and that if this sum is paid to him he will send on a book of rail, steamship and hotel vouchers in the next few days.

When it is apparent that the victim cannot find £25, Pomfrey becomes obliging. If even £10 is paid to him, he offers to wait for repayment of the balance until after the interview at Danzig.

In this manner Pomfrey has been able in the past month to collect a very tidy sum, mostly from people to whom the loss of the money means much.

HE WAS IN JAIL!

I mentioned that at the time Pomfrey was supposed to have been present at the signing of the Armistice he was actually far away from the scene of that ceremony.

Indeed, he was then serving a long sentence in India for frauds on money-lenders, and, since then, in the name of John Hunston, he has been imprisoned a number of times in the Straits Settlement and in the Far East for various types of swindles!

Kindell Pomfrey pretends that he has often sat in the League of Nations conference room at Geneva—shown here being dusted for the next assembly

Heartless Mass Eviction Scandal

JOHN BULL has been unrelaxing in its demands on the Minister of Health to sponsor legislation by which respectable people would no longer be evicted from their homes for technical reasons until other proper accommodation is made available to them.

If proof were needed to justify this plea, it could have been found in grim form in the last few days on the bleak moorland of Newbiggin, Northumberland.

* * *

There a pitiable spectacle might have been seen—families huddled together in the rain and storm under the scantiest shelter that could be improvised in a hastily-built encampment.

They were the sufferers in one of the most pathetic examples of forced mass eviction that has ever had to be recorded.

For some time a colony of people for whom houses were not available elsewhere have been living happily in a collection of wooden bungalows on the sand dunes at Newbiggin Moor, near the village of Lyneburn.

A number of attempts have been made both by the local council and freeholders in the district to sweep away this community.

These met with no success until, recently, the freeholders obtained a general order of ejectment at Morpeth County Court on the ground that the occupiers of the bungalows were trespassing on their lands.

The order was of such a nature that the landowners were entitled to remove the bungalow dwellings.

* * *

A brief respite was granted when the freeholders were implored to delay the execution of the warrant until a measles epidemic, raging among the children in the colony, had subsided.

But the period of grace was soon ended, and the tragic dispersal of the families in the colony began the other day when Mr. Peter Brack, an unemployed labourer, was called upon to quit his home and cart away his belongings in a downpour of rain.

He, his wife and daughter went out on to the moor, with no idea where or when they would find another home.

Some compassion was shown when a Mr. and Mrs. Pugh were due to follow the Bracks. They were allowed to remain a little longer when their baby died from an attack of measles, and they looked on while their neighbours and friends were ejected one by one.

The freeholders had decided to take the most stringent action in their power and to begin a wholesale demolition of the bungalows.

* * *

A party of workmen, with policemen in attendance, descended on the colony and set about the destruction of the dwellings with crowbars and pickaxes until only five homes were left standing—four where children lay stricken with measles and the other where the Pughs baby lay dead.

The plight of the homeless families was terrible, and it is likely to continue to be so for a long time because most of them have little hope of obtaining proper accommodation.

The spectacle as they camped together under the most primitive shelters in the darkness of the storm-swept, desolate moorland, near the ruins of their demolished homes, would have been regarded as a disgrace even in the Middle Ages.

* * *

Fortunately, few of the children have had to face the awful ordeal. Kindly householders volunteered to give the little ones temporary shelter.

For protection against the elements their parents — in some cases their grandparents—had to depend, however, on such clothing and blankets as they had been able to salvage from their wrecked bungalows.

For most of these wretched people whom the landowners have made outcasts the only alternative accommodation available and offered is the nearest workhouse.

Income Tax Problems

Income Tax assessment notices are now being sent out. If you have any doubt about your assessment write to the Income Tax Expert, JOHN BULL, 93, Long Acre, London, W.C.2, for free advice, enclosing a stamped addressed envelope for reply.

TWO STUPID ARREST BLUNDERS

NOTHING continues to be more alarming in the general police administration than the great number of cases which come to light of innocent people having been arrested on what is called "suspicion" and being held and charged on the thinnest evidence, which it is impossible from the first to corroborate.

Fortunately, of late, magisterial benches seem to have become more aware of this menace to liberty and personal reputation and, for the greater part, are now dealing with accusations of the kind in a particularly cautious manner.

But almost always—even when there is quick acquittal—much damage is inevitably done to the persons concerned and, in the end, they are left to meet the whole cost of their defences because the Home Office still consistently refuses in such cases to grant any compensation to the victims of the bungling or blundering.

* * *

A common example of this kind of thing has just been provided at Leamington Spa Warwickshire, where two young men, Ronald Monstevens and Roy Peeters, both of whom are under twenty, were arrested by the police in really remarkable circumstances.

On Saturday night they left some friends in one of the busy streets of Leamington and made to go in the direction of home.

They had to cross a street which, at the time of this occurrence, is always in use as a car park. To reach the opposite pavement, they had to pass between two stationary cars, the owners of which were in a near-by hotel.

As they emerged from between the vehicles, they were astounded when a man rushed up to them, stated he was a plain-clothes police officer and that he was to take them into custody.

In the grip of the policeman, the two young men were walked through the streets, crowded with Saturday night shoppers, to the police station.

There they learned that they were charged with attempting to take away one of the two motor-cars between which they had threaded their way in the congested street.

* * *

For fourteen hours they were kept in cells until the police arranged with their parents to stand bail.

At the hearing of the charge the policeman who made the arrests stated that he had seen one of them enter the car and had heard the engine rotate when an attempt was made to use the self-starter.

Commander E. P. B. Kemble — Warwickshire Chief Constable

There was no more evidence against either of them than this.

It is appalling that innocent persons should be placed in peril by such feeble testimony.

The charge ought never to have been entertained, particularly as the briefest enquiry would have shown that both young men were in good employment and of high reputation.

It is more amazing still that the prosecution was proceeded with when the owner of the motor-car had made his statement. He declared that he found no sign of his car having been tampered with, and that the ignition key was in his pocket. Naturally, in such circumstances, Monstevens and Peeters were promptly acquitted by the magistrates.

But they are denied redress either for the indignity of their detention or for the expense incurred in their defence.

Now examine certain other incidents that have also just happened in the county of Warwick—incidents affecting not innocent citizens, but guilty police officers.

Three constables in the county were recently specially picked for duty at police headquarters to deal exclusively with the removal of motor-cars without the consent of their owners.

* * *

These three policemen have themselves been engaged on the crime which they were chosen to suppress and with which the two guiltless young men already mentioned were charged.

One of the constables has escaped with no greater penalty than being bound over for six months.

The two others, who took away a number of cars and smashed up one, have to pay a series of small fines for each of the offences.

Not only did they drive away other people's cars, neither of them was even licensed to drive nor covered by insurance.

* * *

The best defence that could be offered for these picked men of the Warwickshire Constabulary was that they behaved like "high-spirited undergraduates."

So two innocent youths have been prosecuted while, in the same county, three police officers specially selected to deal with the kind of offence with which they were charged, have been found to be engaged in it.

Our sympathies go out to the Chief Constable of Warwickshire.

Seventeen-year-old Roy Peeters, one of the victims of the police mistake

Victims of Tragedy Street

DUDLEY ROAD, Wolverhampton, is much the same as any other faded street in an English provincial town. Shabbiness is settling on some parts of it. With age, it seems to be more cramped and airless.

But the council has been acquiring land and property along Dudley Road, and soon it will be titivated and more spacious. Well and good.

Before it is smartened up, however, there will be heartbreak in Dudley Road.

In that respect and for the same reason, it is also like thousands of other streets elsewhere.

To-day countless people in the Dudley Roads of Britain are looking into the future with dire dread in their hearts. They are being or are about to be robbed by rich municipalities of all they have—their very means of existence, the fruits of their life-toil.

It would be unfair to put all the blame for these tragedies and sufferings on the local councils, although they take the plunder. When they embark on improvement schemes, they have to observe the conditions laid down for them in recent Acts of Parliament.

Terrible conditions these are.

In effect, they demand as the price of better town planning the agony of helpless, defenceless people.

Come back to Wolverhampton's Dudley Road and look at an example—one that can be found duplicated almost everywhere that civic development is in progress.

Mr. and Mrs. J. Green, a couple over sixty, have had their small home and general shop in Dudley Road for twenty-five years. The business that brings them livelihood is by no means substantial or affluent, but it is certain and steady.

So much so that the Greens have always had a decent, if modest, kind of life, been able to pay their way, bring up a family in pride and ordinary comfort, and never had to lag in the payment of rent, rates or taxes.

Until a few weeks ago they had no reason to believe that it would ever be otherwise with them.

The future seemed so assured, indeed, that only a short time ago Mr. Green spent his savings on repairing and redecorating the premises and equipping them with a brand new lighting system.

Now he and his wife are to be trampled down in what is called the march of progress.

* * *

The council has decided to widen Dudley Road. Soon the housebreakers will descend on the Greens' home and shop. The old couple will be evicted.

Common justice and common humanity would prompt the belief that, anyhow, they will not go out empty-handed—that they will be given either recompense or a chance to begin again, especially as their house and business are to be seized in the name and for the benefit of the town of which they have been such good citizens.

How different the truth!

Like many thousands of other small people all over the land, they are to be turned adrift, and all they have created and worked for and lived on for a quarter of a century is to be snatched from them.

A case for Health Ministry Parliamentary Secretary—Mr. R. S. Hudson

Mr. Green went to the Town Hall a few days ago and made a piteous appeal for mercy. The official who saw him was sympathetic, but powerless. He took an Act of Parliament from his bookshelf, exhibited it, shrugged his shoulders and said he was impotent.

In a voice broken with emotion, Mr. Green asked how he and his wife at their age could be expected to exist when everything was taken from them without compensation or new opportunity. "Throw yourselves on relief," said the official.

And he was not being brutal.

Such is the state of the law in regard to the confiscation of property and possessions for municipal development plans that he could tender no other advice.

Pauperism—the workhouse? These are the foundations of the reconstruction of the Dudley Roads of Britain.

'Co-op' Farm Scheme Frauds

A GANG of petty crooks, known to be at least twenty in number, are preying heavily and extensively at present on small shopkeepers and householders in various parts of the country.

During the past week they have been concentrating in the Harwich-Chelmsford-Romford region of Essex, but their trail can be found from Lincoln and Derby through Hereford and Gloucester to Kent and Sussex.

It is clear that they act under the direction of a man who uses the name of Gold. They call from house to house and shop to shop in the first instance distributing printed leaflets stating prices at which all kinds of farm produce will be either bought or sold.

* * *

It is represented that they are the agents of a new firm of agricultural produce brokers named Messrs. Frank Tiller and Company, which has come into existence with substantial capital and an address in London, S.E.

The supposed representatives of this company, which has no substance—and is completely fraudulent, also inform their dupes that it has had its origin in an arrangement made with a large number of farmers in different parts of the country who have pooled their interests on a co-operative basis with the Tiller concern and who, through it, are to trade in future on a "direct from producer to consumer" plan.

* * *

The smallest orders are accepted at remarkably low prices, with free carriage on orders of £2 and over.

Delivery is guaranteed to shops and homes within two days, the only stipulation being that cash must be paid to the agent with whom the order is placed.

Of the many thousands of customers who have recently been obtained by the swindling Tiller concern, not one has received any goods. Letters of enquiry and protest are either ignored or returned to the senders through the "dead letter" office of the G.P.O.

Gold is identifiable from our records as a notorious crook named Herbert Reeves.

Thousands of Boys & Girls are entering

BIRD'S XMAS CONTEST

1,500 Wonderful Prizes and a Free Gift for Every Boy and Girl

Boys and girls all over the country are talking about this exciting new Bird's Contest! Have *you* got *your* free entry form yet? There's one on the back of every gaily-coloured competition folder, which you can get now FREE from your grocer. This tells you just what to do to win one of the 1,500 marvellous prizes — all to be distributed in time to make this Christmas a really bumper event! And remember — whether or not you win a prize, you are *certain* of a free gift. Hurry to your grocer — and get that folder *today*.

50 1st Prizes
Cycles, Tricycles, Home Movie Projectors, Gramophones, Cameras, Dolls Houses, Aeroplanes, Tennis Racquets, Large Riding Bears or Dogs on Wheels, Billiard Tables, Rocking Horses, Motor Cars, Prams, Tool Cabinets, Writing Bureaux, etc.

100 2nd Prizes
Conjurors's Outfits, Cameras, Billiard Tables, Home Movies, Fret Work Sets, Motor Cars, Dolls Houses, Cots, Folding Prams and Prams, Aeroplanes, Dolls, Model Railways, Fitted Work Baskets, Bagatelle Boards, Strong Wheeled Riding Toys, etc.

200 3rd Prizes
Dolls, Dart Boards, Animal Nightdress Cases, Cuddly Toys, Electrical Sets, Yachts, Footballs, Fret Work Sets, Silver Link Engines, Dolls Houses, Desks, Dolls Prams, Trains, Meccanos, Red Indian Suits, etc., etc.

1,150 CONSOLATION PRIZES
and a Gift for EVERY completed entry form.
TOTAL VALUE OVER £1,000

BIRD'S
CUSTARD AND JELLIES

Entries not eligible from the I.F.S.

"What a good idea for the children"
"Hand me this coupon"
TAKE THIS TO YOUR GROCER
This coupon entitles you to a FREE entry form for BIRD'S XMAS CONTEST
(Or obtainable from Alfred Bird & Sons, Ltd., Thames House, Millbank, London, S.W.1.)

C A N

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DEAR BISHOP
Few people kn
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Each year the Poor C
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called upon to help in
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—JOHN BULL.

MUSSOLINI: What ki
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Major TRYON,
Postmaster-General

DEAR SIR,—It takes
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Appreciation of Post
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—JOHN BULL.

Mr. EMANUEL SHIN
M.P. *for Seaham*

DEAR SIR,—I know
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But I hope that any
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CANDID COMMUNICATIONS

PREY FOR MONEY LENDERS

DEAR BISHOP OF LONDON,—Few people know better than you do of the straits to which the clergy are too often reduced.

Each year the Poor Clergy Relief Corporation, of which you are president, is called upon to help innumerable cases of genuine distress among parsons.

Even now I know you could cite many pathetic cases where ministers are so impoverished as to be waiting for gifts of clothing to see them and their families through the winter.

And now we have a sympathetic magistrate deploring the frequency with which clergymen fall into the hands of moneylenders. He has just extricated a luckless parson from the clutches of three of them!

Actually it is the circumstances which so often tempt clergymen to turn to moneylenders that are more to be deplored.

* * *

In the case just referred to the impoverished parson had borrowed a mere £8 to pay for an operation on one of his children.

A mere eight pounds!

But the need of it must have presented a terrifying problem to him—with an income of only £180 a year and no resources to fall back upon in such an emergency.

The pity is that far too many ministers of the Church of England find themselves in the same plight; ever fighting a losing battle against adversity.

As you have said, the poverty of some of them is hidden only by their smiling self-control.

For if the Church offers a comfortable living for a few score there are thousands more who do not get even a living wage.

* * *

I admit that much hardship that I have seen fit to expose from time to time has been removed by the activities of the Ecclesiastical Commission.

But as you will know only too well, there remain far too many cases where the incomes of the clergy are barely sufficient to meet their immediate needs.

That the Church is badly in need of common-sense and businesslike reform is evidenced by the fact that although she insists that she does not want a celibate clergy, she fails to provide stipends which married and family men can live upon.

* * *

How many promissory notes repose in moneylenders' safes as a result? And how many unfortunate men so ensnared have laid up years of unhappiness for themselves through fear of exposure?

Without a doubt the time is overdue for a determined effort to erase for ever this crying scandal of the starving parson.

It is a blot that can be and must be removed.

Thousands of poverty-stricken parsons throughout the land are looking to such a proved sympathetic Church dignitaries as yourself to take the lead in smoothing out once and for all the seamy side of their sacred calling. Do not fail them. —JOHN BULL.

MUSSOLINI: What kind of bullet-proof vest let you get "wet through" in Germany?—JOHN BULL.

Major TRYON,
Postmaster-General

DEAR SIR,—It takes less than two hours by rail from London to Southampton. Yet many London business men who wish to catch the American mail outgoing by the *Queen Mary* at 8.30 a.m. find they must post sixteen hours in advance of that time. Why?

Appreciation of Post Office efficiency slumps sadly in face of such absurdity. —JOHN BULL.

Mr. EMANUEL SHINWELL,
M.P. *for Seaham*

DEAR SIR,—I know election times breed scares and that it is nothing new for voters to be stampeded into cutting off their nose to spite their face.

But I hope that any fears you might have that political trickery will be used

The plight of the clergy is well known to you

to side-track the growing demand for holidays with pay will prove groundless.

Surely all parties should be able to unite in securing for every worker an annual respite from toil free from financial worries.—JOHN BULL.

Lord BADEN POWELL,
The Chief Scout

MY LORD,—Few things make me more wild than to see ex-Service men begging in the streets—unless it is the silly remarks made by well-fed "dear old ladies" about there being no need for anyone to go hungry.

I agree with you that often the more deserving cases do not parade their needs in the streets. But how much better it would be if the public could be certain that a grateful country assured that it was unnecessary for war veterans, and others, to beg at all.

Then we could keep our hands in our pockets without fear of missing a "deserving case."—JOHN BULL.

Mr. F. J. RILEY (Manchester): Welcome decent builders' threat. Hound "Jerry" brand to Jericho.—JOHN BULL.

Ex-Servicemen Beggars—The Mail Goes Slow—Shuffling Along in Dead Men's Shoes

Capt. H. F. WILKINSON,
Tottenham Borough Surveyor

DEAR CAPTAIN,—For all its vaunted progress the world still shuffles along in dead men's shoes.

Only occasionally a wave of hope passes along the line of patient time-servers when someone like yourself decides to step out and make way for a younger man.

So, after forty years' local government service you are retiring at sixty. Congratulations—and comfort in your slippers.—JOHN BULL.

Mr. W. S. MORRISON,
Minister of Agriculture

DEAR SIR,—It is encouraging to learn of the work being done by your department to make England safe from floods.

But drainage schemes are not being pushed forward quickly enough. Some of them will take fifteen years to complete.

Any delay in tackling flood defence is dangerous.

Already £29,000,000 is estimated as the price of securing safety. But it will cost more than that unless your department faces the problem with unslackening energy. Remember the Fens!—JOHN BULL.

Farmer T. L. THOMAS,
Boncath, Pembrokeshire

DEAR SIR,—To defend yourself against a charge of selling milk deficient in butter-fat you and your milking staff travelled 100 miles to court at Barry.

And when the case was dismissed because the magistrates accepted your defence that a change in milking times was to blame, you all travelled 100 miles back to the farm.

Maybe you thought it a pity that while legislators and the public are supposed to know the regulations on milk standards, cows do not.

But you have proved that it is worth while going a long way to preserve an unblemished trading reputation.—JOHN BULL.

Mr. WALTER HEDLEY, K.C.,
Clerkenwell Magistrate

DEAR SIR,—It must have surprised you to find that the renowned workhouse pauper who didn't want Christmas pudding has a rival—the sixty-eight-year-old inmate of the St. Pancras Institution who refused to go to bed when he was told.

Anyway, it surprised and irritated me that there was not any other punishment to fit the crime than to send this old man to prison for fourteen days to snore off his misbehaviour.—JOHN BULL.

Lord NUFFIELD: Another £35,000! Seems no end to your purse—or your generosity.—JOHN BULL.

Ald. CARADOG JONES,
S. Wales Vagrancy Committee

DEAR ALDERMAN,—I agree with you that a little more of the human touch would not be amiss in many poor law hostels.

Most of the men "on tramp" nowadays are decent workmen searching for employment.

Your suggestion that casual wards should be provided with books and a radio is an excellent one. Keep hammering at it.—JOHN BULL.

Dr. C. GARBETT,
Bishop of Winchester

DEAR BISHOP,—In words of wisdom you have described certain faith cures as approaching very nearly to the "danger of magic."

It takes courage to make such a pronouncement in these "enlightened" twentieth century days, when the world seems to be racing back as hard as it can go to the jungle, the witch doctor, and the totem.—JOHN BULL.

Not from——POST OFFICE LOUNGES——the B.B.C.

BUY our money orders,
Buy of stamps a few.
Write a lot more letters.
Help the revenue!
Stamps in sundry colours,
Red and green and brown—
Or why not try a better kind,
Priced at half-a-crown?

At the P.O lounges,
Even if our wares
Do not much attract you,
Try our easy chairs!
Use our pens and paper,
And, where'er you roam,
Look upon the post office
As a home from home!

In the foregoing epic I have sought to embody the aims and ideals of Lt.-Col. E. T. Crutchley, public relations officer of the Post Office, who hopes to include in all new post offices "a comfortably furnished room, with comfortable chairs to sit on and pleasant things to look at, where the public can seek and obtain the information they want without going to a busy counter."

★

WHICH, I think you will agree, stamps Lt.-Col. Crutchley as an understanding soul who realises that the man who wants to sell his goods must study the comfort of visitors to his emporium.

Already, it is gratifying to record, some marked improvements have been introduced into our post offices. The new red

"Home from home"—almost!

pens can be bitten without damage to the teeth and are pleasant to the taste, and it is only when they are subjected to excessive suction that the paint comes off. But much remains to be done, and the lounge plan is a step in the right direction.

Often when I have called to fill my fountain-pen at one of the Lt.-Col.'s inkwells I have been struck with the lack of proper organisation. Too frequently I have had to elbow my way through serried ranks of proletarian stamp-fanciers and collectors of pensions before obtaining what I wanted.

In the new P.O. lounges, I imagine, I will merely take a seat in one of the Lt.-Col.'s armchairs, attract the attention of an obsequious menial and make known my requirements, making sure, of course, before handing over my pen, that the Lt.-Col.'s inkwells have undergone treatment for the removal of superfluous hairs

★

THIS country has for long felt the need for something equivalent to the Continental café, and it won't be the fault of the Lt.-Col. if London, not to mention Wigan and Abergavenny, does not acquire a race of elegant boulevardiers, who will drop into P.O. lounges, order a couple of rounds of ha'penny stamps and sit watching the varied pageant of post office life.

But our military benefactor should not confine his attention to furniture and fittings. The Post Office would advance considerably in public esteem if it exercised a more rigorous censorship over the goods it handles. As things are, it permits far too much objectionable matter to be sent through the post.

It is surely bad policy to allow it so often to happen that, on hearing the postman's knock, we trip to the front door with a glad cry of "Whoops, everybody! Isn't life grand?" only to be handed a bill, an income-tax demand or the announcement of an undesired visit from a long- (and happily) lost relation.—Y. Z

WHERE DO THEY GET SUCH ENERGY?

Pretty Pearl Bradley is doing her morning exercises. Then off to the office. She has a lunch-hour gym. class three days a week, and she often swims in the evenings. There's energy for you. And glowing health. For supper? Cocoa. Bournville Cocoa. That's where her energy comes from. She loves it.

A good strong skipping rope Peggy's got as a gift from Cadbury's for 17 Cocoa Coupons! She's started young! But you can hardly be too young for Bournville Cocoa. It's the perfect suppertime energy food—and a family of you can have it every night for a week for sixpence!

George Porter is a porter, and he's still cheerful when people make the joke about his name. 45/- a week; and tips are good when you work hard and smile, he says. That suits him, because suppertime Cocoa gives him energy to burn.

from Suppertime Bournville Cocoa

A cup of cocoa is a cup of food

Cadbury's 6d. per ¼ lb. tin, 11d. per ½ lb. tin

BOURNVILLE COCOA

"It deserves to be, too! Nothing succeeds like success"

Also Flake and Shag.

8D

Industry, recovered from its slump period, must not be choked by the greedy fingers of the "ring" operators

IN THE GRIP of the OCTOPUS

by

A. G. Gardiner

THE stranglehold which the trading "rings" have established on British industry is a menace that calls for swift and drastic action if a catastrophe of the first magnitude is to be averted. Of the ruthlessness of that stranglehold there is a vast and growing volume of proof.

In his evidence before the Committee of Public Accounts, Sir Henry Bunbury, Accountant-General of the Post Office, has disclosed the fact that the Post Office is being "squeezed" to the tune of £1,500,000 by the manufacturers of telephone cords.

After a period of keen competition the eight firms manufacturing the cord "got together" and increased the price of cords by 56 per cent.

That is a sample of how the taxpayer is being bled.

Turn to the case of the ratepayer. The rings of manufacturers and contractors have forced up London County Council supply costs by 40, 50 and even 60 per cent.. Mr. W. Bennett, the Chairman of the Supplies Committee, told the Council that competition had ceased. The rings were complete and ironclad.

All suffer

"Last week," he said, "we were quoted £5 6s. 8d. for an article which cost £3 10s. 6d. in 1935."

"We have been 'milked' in one direction or another of £1,000,000," said Sir Percival Bower in a discussion at the Birmingham City Council on the extent to which the gangsters of industry are looking the public authorities.

But it is not the taxpayer and the ratepayer alone who are being bled. It is the consumer who is paying through the nose and industry itself which is being penalised.

"I is asked why we cannot produce a cheaper motor-car," said Lord Nuffield the other day. And his answer was: the Steel Ring. "They are overcharging us. Since they had the duty their price has gone up 25 per cent."

And so with other commodities—meat, for example. Since the International Meat Council—*i.e.*, the Meat Ring—was set up last January there have been huge increases in price. In one month alone—July—the consuming public of this country paid £1,500,000 for about the same quantity of beef that cost only just over £1,000,000 in July, 1935.

Barefaced

The same anti-social machinations are at work in the coal industry. At a recent meeting of the West Country and Midland gas concerns' representatives, the president, Mr. Gill, said that the gas industry is being upset by the fact that competition between coal owners had ceased. A ring had been formed, and consumers had perforce to pay higher prices.

How completely the free play of competition is disappearing before the operations of rings is illustrated by innumerable facts. Fifteen tenders recently submitted for the steel framework of new additions at the County Hall of the L.C.C. all quoted the same price—£47,781 1s. 9d.

The conspiracy against the public is so barefaced that it does not even pretend to vary the so-called "tenders" by a penny piece.

Consider what has happened at Bethnal Green. The borough council wants a new Town Hall. It asked for tenders for the steel framework. Twenty-five were received. All were exactly the same.

And so in the case of the Central Middlesex County Hospital. Tenders for a certain contract were asked for and of the tenders that came in nine were of identical amount, £16,099. The matter was raised in Parliament in April, and Sir Kingsley Wood said he would have enquiries made into this singular coincidence. But I have seen nothing since as to the result of the enquiry.

It is obvious that the effect of this ramp in the end must be to paralyse industry. Undertakings which were contemplated on the scale of prices ruling a year or two ago assume entirely new aspects in the light of the soaring prices since.

The L.N.E.R. had a great £10,000,000 extension scheme in view, but it has been compelled to reconsider it in view of the increase of 20 per cent. in steel prices that has taken place since the arms boom began.

I know myself of the case of a semi-philanthropic institution which for two years past has been straining every nerve to raise £30,000 for urgent extensions. A year ago it had got near enough to its goal to prepare architects' plans. Now it is faced with the fact that the scheme will cost not £30,000 but £40,000, and the whole enterprise is at a standstill.

It would be wrong, of course, to attribute all this ballooning of prices to the rings. Commodities have been at a level which ruined the producer and which had to rise before trade could revive. And as they have risen manufacturing costs have risen.

But this appreciation, coupled with the enormous demands for rearmament, has been seized on by the rings to turn the screw on the consumer.

A few years ago the steel industry, for example, was on its knees, begging for State aid to lift it out of depression. It got its protection. And now, through its rings, it has the public "in chancery." So with the building trade rings. So with the electrical trade rings.

A remedy must be found or a first-class crash will come. You can have a competitive system, or you can have a collectivist monopoly system.

But you cannot have a capitalist monopoly operating behind a competition mask without something serious happening. And that is what we have got.

Public danger

No one wants to see cut-throat competition. That is bad for all. But there must be honest and free competition or the system becomes a sham and a public danger.

Rings designed to defeat competition and to impose monopoly prices on the consumer should be treated as illegal conspiracies against the public. If they are not, then the public in sheer despair will be driven to the alternative of the collectivist State.

Let the rings take warning. And let Parliament take warning before this exploitation of the public has brought its own Nemesis.

Apart from controlling the operations of the rings there are obvious remedies. When Sir Henry Bunbury was asked what defence against the rings the Post Office authorities had in mind, he mentioned two. The first was the manufacture of its own supplies. That is a weapon which is available to a great authority like the Post Office or a railway company.

Stranglehold

But it is not available for the general public. It would teach the rings a lesson, but it would not solve the problem.

The second potential weapon would cut deeper. It is to buy abroad. If the rings freeze out competition at home then they must be brought to book by competition from abroad.

Even so stout a Protectionist as Lord Nuffield has come round to this view. Denouncing the steel ring as "an absolute ramp," he says, "I want to repeat that they have only to go on long enough and we will buy our steel from overseas where it is manufactured at one third less."

The same threat is held out in Birmingham—the Mecca of the Protectionist faith. Infuriated by the exactions of the rings, the City Council has discussed a resolution authorising the committee to buy abroad. And the resolution was only defeated by 53 votes to 46.

So the wheel is coming full circle. Protection has brought the stranglehold of the rings. Free Trade can alone loose that stranglehold.

Won £15,000 in a Night

One of the most thrilling baccarat games ever played took place at Newmarket when a number of dashing young sports sat down to gamble till dawn broke.

This was the last game of cards Lord Lonsdale ever played, for though he won £15,000 during that all-night sitting, he resolved he would never play cards again.

These are the sort of incidents which abound in "Lord Lonsdale's Own Life Story," which is appearing *exclusively* in *The People* on Sundays.

Politics and You

Justice for the Miner

AGITATION is growing in the coalfields, and the mining industry will shortly be in the limelight again.

The miners not only want an increase in wage-rates to meet the rising cost of living; they are now planning, through their Union, a demand for shorter hours.

The owners will resist both claims on the ground that they cannot be afforded on present margins of profits.

Coal, of course, varies in price according to quality. To-day it costs the ordinary householder about 50s. a ton. The price of this same coal at the pithead is 25s., of which the actual hewer gets on an average 1s. 4d. Where does the rest go? Railway charges account for, say, 12s. of it, the middleman and retailer collar the balance.

One-and-four a ton isn't much. Yet, poor though it is, it is pretty certain that if they can't get both the great majority of the men would plump for shorter hours instead of a bigger pay-envelope. Working hours below ground were seven just after the war, and later were pushed up to eight. They are now seven and a half, but the miners won't be satisfied until they have got them back to seven.

Seven and a half hours a day may not seem excessive to those in other occupations, but it has to be remembered that the men frequently work several miles from the shaft, and what is called winding-time has to be added. This is a long and tedious business, taking often the best part of an hour to accomplish. Even now, with one winding-time included in the seven and a half hours, the vast majority of the men are underground for well over eight hours each shift.

* * *

There is to-day a general tendency throughout industry to reduce working hours. The forty-hour week is now spoken of as something well within the range of practical politics.

If this is looked upon as reasonable for people who are employed in the full light of day, it surely cannot be unreasonable for those who risk their lives daily miles down below the surface.

The Government intends, soon after Parliament reassembles, to introduce legislation to nationalise royalties and wayleaves. This will be welcomed as a first step. If it is wise, however, it won't stop there. It would be a tragedy if the mining industry is once again plunged into strife.

'10 MINUTES TO WAIT before the crowd arrives'

says

LEONORA CORBETT

'so— *Mine's a Minor!*'

Quality' still means something to cigarette smokers. They choose De Reszke Minors for a 10-minute smoke because, although inexpensive, they are not 'cheap.' Actually, they are made of the same tobacco and packed with the same care as much dearer cigarettes. And they last the *full* 10 minutes.

PLAIN, CORK OR 'IVORY'-TIPPED

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FOR THAT LEISURED ¼ HOUR — DE RESZKE MAJORS. 20 FOR 1/-

Here is Colonel Julian as a pilot flying for Abyssinia . . .

Master Hoaxer of HARLEM

ONE of the world's most picturesque hoaxers has arrived in this country. He landed here from America, via Paris, about a month ago, with the intention of launching a queer campaign.

In New York, where he is well known, and where he has operated for a number of years in several astonishing guises, he is called the "Black Eagle of Harlem." This is partly due to the fact that he is a notorious member of New York's coloured colony, and partly because he is an airman with a self-expressed desire to win international aerial honours.

In Harlem, he was once regarded as a hero. To-day, his reputation does not stand so high.

This man came here in the name of Colonel Hubert Fauntleroy Julian. His nationality—like his military rank—is something of a mystery, as he was born in Trinidad about forty years ago became "American" in 1925, "Abyssinian" in 1930, and is now "American" again.

Colonel Julian is a great lover of publicity. He inspires it—when it suits his purpose to do so. In his aviation exploits, particularly, he will be familiar to many who have seen him in newsreel episodes on the screen, while to others he will be remembered for some flying performance or other which has been written-up in the newspapers.

But this adventurer is not so anxious to encourage publicity about his present movements.

Certainly he is not courting the publicity to which he is accustomed.

Yet for reasons which will soon be obvious, JOHN BULL deems it desirable to focus limelight on the Colonel and his European ventures.

He has come over here from New York on a "great mission," namely, the gathering in England—and in France, Germany and Switzerland—the interests of an even greater impostor than himself the notorious "Father Divine," so-called "Dean of the Universe," who has very good reasons just now for wanting to make himself scarce as far as the United States are concerned.

For four or five years Colonel Julian, in addition to his other activities, has been personal aide-de-camp and adviser to "Father Divine," has acted as his pilot on several American flights, and has assisted him generally in his hocus-pocus religious campaigns.

"Father Divine," who is worshipped by a large following of people in America and elsewhere, claims to be the "Maker and Creator of Mankind." Since 1933 he has been planning a campaign in England, and this appears to have been precipitated by certain recent events of an disquieting character which have occurred in Harlem.

Receiver appointed

One of his numerous "angels" there, who have sunk their savings in "Father Divine's" religious crusade, and who is known as "Faithful Mary," a few months ago denounced "The Father" publicly as a common swindler.

Her action proved somewhat disastrous for Divine. Writs rolled in to his sumptuous headquarters until a receiver was finally appointed on behalf of several of his creditors, who have now lodged claims to the effect that moneys were obtained from them wrongfully.

So arrangements were made for Colonel Julian to come to London, where headquarters of an English section of the cult is to be established as soon as possible. Preparations for leasing an establishment in Ealing with many acres of grounds are already being made.

The name of Colonel Julian has been coupled with that of "Father Divine" quite a lot recently in the United States, which is not surprising, seeing he has played such an active part with him in what is easily one of the most amazing religious masquerades of modern times.

. . . then later as an infantryman and man-about-town

Julian—who, if all goes off according to plan—will introduce "Father Divine" to this country during the next few weeks—has pursued a remarkable career ever since he landed in New York in 1922.

Failure

He descended upon that city in the guise of an inventor, and claimed to have fashioned a motor-driven parachute which would prove to be a sensation if properly financed.

He played upon the feelings of coloured people by telling them that he was going to "show the world" what natural craftsmen negroes were, and obtained substantial sums of money from them in connection with this device, which proved to be a complete failure commercially.

Colonel Julian was able to raise enough money in this way to establish himself as a parachute jumper, in which rôle he achieved a certain amount of success.

Later he opened a luxurious "buffet flat" in the Harlem quarter of New York. It was a resplendent drinking club, frequented by people of both sexes, until it was closed suddenly because of certain complaints that were reaching the authorities.

When Col. Lindbergh flew the Atlantic in 1926, Julian saw his opportunity for self-advertisement.

He suddenly blossomed forth as the "Black Eagle," and announced his intention of repeating the Atlantic flyer's success.

Mass meetings were organised to which coloured people were specially invited. Julian played on the passions of his audience, crying:

"What a white man can do, a black man can do. Let me show you the way. . . ."

Thousands of pounds were raised, and Negro Flying Ace Number One—as he personally described himself—arranged a spectacular flight to Europe.

Publicity, bestowed upon him in abundance, made him the hero of the hour. When the time came for him to take off, he was the sensational figure in a great emotional scene. He set off on his epoch-making flight with the thundering cheers of a great Harlem multitude ringing in his ears.

But the black airman did not get far. He may have spent a lot of time on perfecting the means to obtain the funds he needed, but he had not given sufficient time to the task of making himself a great flyer.

Two hours after he started he was rescued from the sea at Long Island Sound. The 'plane he had raised the money to purchase, in his campaign as a sort of prime-mover in the aerial emancipation of his coloured disciples, crashed. He was not qualified to fly it.

Julian—he was not known as a "Colonel" then—received certain injuries, and was rushed to hospital. When he awakened the next day he found that the newspapers were "full of him."

After this he was definitely "news." He gave interviews to reporters, telling them, among other things, that he was going to promote a flying school for negroes. More money came his way.

Plans changed

In 1930, on the eve of the coronation of Ras Tafari in Abyssinia, Julian—still receiving funds from most of his negro followers—decided to embark on a trip to Addis Ababa. At first he gave it out that he would fly most of the way, but at the last moment he decided to alter his plans. He made an ocean journey, instead.

Apparently he had previously had correspondence with the Emperor in regard to the need for an adequate flying force in Abyssinia, and upon arrival at the Palace was received with great ceremony.

He "staged"—with his usual showmanship—a superb "debut," chartering one of the Emperor's ten 'planes for the purpose.

Two or three days after his arrival, before a vast assembly of natives and Europeans, he went up in the Emperor's machine and made a parachute jump, landing at the Emperor's feet.

Wild scenes greeted him on his descent; the natives went almost wild with excitement. The Emperor was delighted, and decorated Julian with Abyssinian honours, chief of which was making him a colonel in the Abyssinian Air Force.

Julian was given a house, with eight servants, to live in, and a white Arab charger to ride upon. He fashioned his own uniform, which included a pith helmet, a monocle, pink polo shirt, white breeches with green stripes and spurred riding boots.

At once he became the real "colonel"—found fault with everything, said Abyssinians would never make efficient airmen, grew immensely unpopular.

When his friendship with the Emperor was waning, reports about his finances, and some of his private affairs, reached confidential officials of the royal palace. An officer of the Abyssinian Air Force, who had accused Julian of infidelity, quarrelled with him in an Addis Ababa hotel lounge.

Julian said that an exposure of him which had just recently appeared in a New York journal was the work of the other. A fight ensued.

The Emperor took away his "air wings" after this, and deprived him of his rank of "Colonel." Julian was so affected that he broke down and collapsed on the floor in the Emperor's palace. But he has presumably got over the shock since then—for he still uses the rank of Colonel, which was never recognised outside Abyssinia, in any case.

His audacity is endless. When the late Campbell Black started on his famous flight, with Scott, to Melbourne, Julian, once more resuming the title of "Black Eagle," came to London to compete with him.

Vain overtures

He tried all round to raise money for this venture, and even had the impudence to approach Lord Wakefield for funds. Enquiries were made into his record, however, and his overtures to Lord Wakefield were made in vain.

He attempted to stage a "come back" in New York, and hoped to live down the notoriety which by this time was enveloping him, by participating in a non-stop flight from New York to London. There was always the old theme of establishing the ability of negroes as airmen, but this time he did not succeed in raising the necessary funds to carry the project very far.

Meanwhile, this amazing person had the temerity to offer his services to Mussolini. Mussolini declined! But the "Black Eagle" found an admirer in an Italian lady who, because she believed all he claimed about himself, is the poorer to-day by nearly £10,000.

About a year ago, when Julian was in London in connection with an earlier scheme concerning "Father Divine," he made his headquarters at a café in Soho. In order to get back to America, Julian induced several coloured theatrical "stars" to subscribe towards his passage!

Famous coloured boxers have also been approached to finance one or other of his schemes.

Now, falling back on "Father Divine," he has come here to open a new "Heaven." With all the interesting particulars about him that are registered at Scotland Yard, it is to be hoped that something will be done to prevent him from furthering his schemes as emissary for the greatest religious impostor of the present day.

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CATARRH

IT'S USELESS TO ONLY FREE YOUR NOSE!

I guarantee to clear it from your system in less than a month!

OR I WILL RETURN YOUR MONEY IN FULL!

THOUSANDS are walking about with deadly catarrh and don't know it. Thousands are treating "symptoms" and imagine they are treating the "complaint." I will tell you where they are wrong with my new sample test. You can wash your nose with the best spray that was ever made—you can use worthless inhalants and medicaments and still be miles from treating the source of this dangerous disease.
Don't be under any illusion. Catarrh, with the complications that follow, is a very serious trouble. It is so tenacious that every day you leave it the deadly virulent mucus that drops from the throat to bronchial tubes, stomach and bowels is re-infecting the whole system.

YOU HAVE CATARRH IF

Nose is blocked.
YOU HAVE HEAD NOISES.
YOUR HEARING IS FAILING.
Mucus drops in your throat.
You have loose cough.
Breathing difficult
You catch cold easily.
Your breath is foul.
Your throat is sore.
YOU ARE SUBJECT TO HAY FEVER.
You get headache.
Your memory is failing
You tire quickly.
Your tongue is coated.
You have pains after eating.
You are constipated.
You mouth-breathe.

BEWARE!

AMAZING SUCCESS OF MY HERBAL DISCOVERY

I have discovered a simple but wonderful herb which forms part of my proven balanced five-fold treatment for all forms of dangerous catarrh.
Don't delay another minute, fill in coupon below and I will show you a simple, inexpensive and rational method of tackling this great problem once and for all. Never mind what you have tried or your previous disappointments, my plan is based on a "no relief, no pay" principle, so that you have everything to gain and nothing to lose.

WHAT I DID FOR OTHERS—I CAN DO FOR YOU

"I have suffered a long time through catarrh and indigestion, etc., but now they have all vanished. Thanks for your treatment, and the Special Instructions, they have worked wonderful."
W. A., 14/7/37.

"Since I started your treatment a month ago my Catarrh has left my nose and my throat is improving. It is a marvellous cure."
A. L., 5/7/37.

"You have done more for me in 3 weeks than my panel doctor did in 6 months. I can eat better, breathing better, less stomach trouble. In fact it's some time since I felt like this."
H. H., 28/6/37.

"All the head noises have ceased, my nose and throat are clear, I have no chest wheezing, no palpitations and I am not so tired after a day of hard work. My hearing has improved so much."
D. C. P., 27/6/37.

Originals may be inspected at my Consulting rooms.

SEND FOR FREE TEST SAMPLE

To ANGUS SINCLAIR (Dept. J.B.7.),
63/64, Chancery Lane, London, W.C.2.

Please send me free sample test with full directions and Treatise Booklet. I enclose 1½d. stamp to cover postage. (Optional.)

NAME..... *PIN 1½d. STAMP HERE.*
ADDRESS.....

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BUSINESS SERVICES, ETC.

PRINTING.—Billheads from 3/6 1,000; other lines cheap.—Samples Free with leaflet, "Business Helps."—Cotteway Press, 6, Buxted, Sussex.

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WALLPAPERS DIRECT from 2d. per roll. Send for patterns post free.—WEST RIDING WALLPAPER CO., 88, TRINITY ST., LEEDS.

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A GYMNASTIC outfit for home use is offered on page 39. Use the coupon when ordering.

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FREE!—48-page book full of information for gardeners (illus.). Hints and advice on better cultivation of flowers, fruit and vegetables. Send p.c. to LARCO, LTD. (Dept. 1), Liverpool.

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PIANO-ACCORDIONS, Drums and Accessories, Trumpets, Guitars. 1d. p.c. brings unique 68-page cat. free. Easiest terms. Part Exchanges.—J. B. Raymond Co., 9, Laurence Pountney Hill, E.C.4.

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MEDICAL, CURATIVE.

HOW TO STOP SMOKING.—Genuine remedy proved by testimonials.—Write, The Stanley Institute (J.B.), 21, Warwick Lane, E.C.4.

DON'T WEAR a truss! Use Brooks Rupture Appliance. New discovery. Wonderful! No lumpy pads, no springs, durable, cheap. Instant and grows parts together quickly. Sent on trial. Catalogue free.—Address, Brooks Appliance Co., Ltd. (1040 M.), 85, Chancery Lane, London, W.C.2.

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FREE TO NERVE SUFFERERS. Generous sample of NEURIMA—new biochemical discovery. Wonderful drugless remedy for all nerve troubles, neurasthenia, anæmia, depression, brain fag, impure blood, heart weakness, neuralgia, sciatica, nervous indigestion, muscular pains. NEURIMA supplies the blood's own vital cell-building nutrients. Easy to take tablets which really rebuild, restore, rejuvenate entire system. Health's treatment, 4/6.—Write BIOCHEMIC RESEARCH PRODUCTS LTD., FAIROAK AVENUE, NEWPORT, MON.

A FREE trial of Magic Pile Cure is offered on p. 38 to readers who suffer from this complaint. Turn to this now.

FREE to sufferers from Leg and Circulation Troubles! Sample of ELASTO and copy of special free booklet. Fill in coupon on Back Cover.

SUFFERERS from Backache and Kidney trouble can obtain a valuable free booklet from Cystogurin (Dept. J.B.) 18, Donaldson, Ltd., Loughborough, Leics. See page 43.

IF you endure the agonies of asthma and bronchitis, learn how instant relief can be obtained by filling in the coupon in the Potter & Clarke announcement on page 41 for a free copy of special booklet, "Are You Asthmatic?" No obligation is incurred.

WANTED TO PURCHASE.

COINS AND WAR MEDALS WANTED. Illustrated catalogue of British Coins, 2/-.—B. Mealy, Ltd., 65b, Great Portland St., London, W.

MISCELLANEOUS.

PEARL ENDOWMENT POLICIES ENCASHED OUTRIGHT.—SECRETARY, PIONEER SALES, 18, CHRISTCHURCH RD., WINCHESTER.

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SEND a 1d. p.c. to Dept. C.E.32, Rowntree & Co., Ltd., Cocoa Works, York, for free copy of Gift Booklet and free voucher worth 3 coupons. See page 38.

FREE.—A generous sample of FEEN-A-MINT, the safe, pleasant chewing laxative, is offered to every reader who sends a postcard, mentioning *John Bull*, to White's Laboratories, Ltd. (Dept. A.1), 15, Thames House, London, S.W.1. See page 33.

FREE.—Pennings' Every Mother's Book. Write, mentioning *John Bull*, to Alfred Pennings, Covers, I.W. See page 31.

FREE.—Women readers can obtain a Beauty Outfit, containing Tetalon Powders and Soap, enough for both day and night use. Send 3d. stamp for post, pkg., etc., to Tetalon Ltd. (Dept. 422M), Chase Rd., Lon., N.W.10. See page 5.

GYPSY PETULENGRO will forward you free book on "Secret Romany Remedies" if you send the coupon on page 2.

FREE to home lovers. A copy of an interesting booklet, "How to Make a Sound Job of a Bad Roof," containing 101 helpful little hints and a sample of Plavers. Fill in the coupon on page 2.

EVERYBODY likes a joke. There are some amusing novelties advertised by Messrs. Elliott & Son on page 2.

THERE'S Poison in your Tea Pot! But not when you use the Almer tea maker. This new invention is illustrated in *John Bull's* "Shop Window" on p. 2. Turn back and read about it.

MAIL SITTING.—Free booklet sent post free for 1½d. stamp explains how you can free yourself (or child) of this objectionable, health-endangering habit. Filter Ltd. (Dept. J.B.), 31, Broadway, Crouch End, London, N.8.

Battle we WANT to SEE

AT long last the Stewart Committee's Report on the ramshackle Workmen's Compensation Acts, with their host of brutal and tragic abuses, is to be "presented," as the phrase goes, to the Home Secretary.

The Committee was appointed in October, 1935, after years of pressure by the trade unions and after continued public campaigns, in which JOHN BULL has played a prominent part. The Committee was appointed not before time. It has had plenty of time for its deliberations. And we hope the Home Secretary will find it instructive reading.

More than that we hope that he will see that the Committee's recommendations are speedily implemented by Parliament. For if the Committee has done its work well in sifting the terrible nature of some of the evidence submitted to it, those recommendations are bound to be widespread and absolute.

And while we know that it is one thing to get a Report delivered to the Government and quite another to get anything done about it—that must not happen this time. The battle for those shattered in industry is one we want to see waged incessantly until victory is secured for the victims.

Illegal methods

For consider. Nearly 30,000 compensation cases are now coming before the courts every year and awards are being made totalling an average of about £6,000,000

But what with knavery and irresponsibility on the part of many employers and their agents, and the many loopholes in the structure and administration of these antiquated Acts, a great number of the casualties and cast-offs of industry never obtain more than a scrap of the courts' awards.

As the position stands to-day less than 10s. out of every pound paid by employers as accident premiums ever reaches the injured workman or goes to the relatives of those killed. The rest is swallowed up in the profits and "overheads" of those who make a business out of industrial accidents.

And the law cannot prevent them from cutting down even that 10s. Our pages have been full for years of cases where the injured workman has been approached by insurance companies' "runners" and cajoled into accepting lump sums far below what a court would award if the case were fought through with proper legal advice.

There are all kinds of ways of bringing this about. Persuasion, for instance — Don't let it go to the lawyers; they'll take nearly the lot. Settle with us now . . . and so on. And there are "hold-up" tactics, delaying the court actions until the man, out of work for months and poverty-stricken, is glad to settle quickly.

Such methods are illegal. Under existing law all agreements between workmen and employers are not binding unless registered by the courts, so that that body can ensure that the sum is adequate. But the practice of "quiet" lump sum settlements has grown enormously, chiefly, of course, through the average workman's ignorance of the law on the subject.

Where the injured man's claim is not whittled down by such devices he often loses all because his employers have not bothered to insure. There have been countless cases, particularly in the coal-mining and textile industries, where compensation has been the *last* claim on the firm, and when the firm has gone into liquidation the man has got nothing.

There have been cases, indeed, exposed by JOHN BULL where the firm has *deliberately* chosen to go bankrupt rather than pay a compensation claim to a man whose body has been wrecked in its employment.

There are other abuses which we hope the recommendations of the Stewart Committee will end for ever, especially the basis on which lump sum awards are calculated and whether those awards take any cognisance of the chances of recovery of the workman.

For example, the awards are largely based on the original Acts, which said that half the man's normal earnings are enough while he is incapacitated, with a general maximum of 30s. a week.

As though the cost of living drops as soon as a man is injured at his work, or his family will take to eating less while his wages stop and he is laid in bed! In practice, unfortunately, that is what they have got to do.

And neither in the nature of the compensation awards nor in the medical machinery surrounding compensation is there any sympathetic attitude towards speeding the injured man's road to renewed full earning capacity.

Why criminal?

Medical science has made enormous strides during this generation towards lessening the effects of injuries, but as a rule the best of it is not available to the crippled workman who is a "compensation case."

To a certain extent his accident is treated almost as a criminal affair. There is a war atmosphere between him and the insurer's medical and legal advisers. They assume that he tries to keep up "incapacity" as long as possible, while it is in their interest to get him off benefit as soon as possible.

Any insurance company can still invoke the notorious Section 12, which gets a man off compensation unless he fights a case again in the county courts.

The T.U.C. in its evidence before the Committee rightly stressed the enormous importance of an overhaul of the medical supervision of the injured worker. And not only for the man alone, but for the State. Because the wastage among these men who we call the "cast-offs" of industry is a grave and perturbing fact.

What we want are "rehabilitation" clinics run by State support and not by employers or insurance companies.

There could be some way whereby a man's own private doctor could secure him free specialist treatment, for how can any man get the best treatment available on a maximum payment of 30s. a week? And without it, in innumerable instances, he goes on the scrap-heap.

Another thing to be ended is the cruel system whereby all the recognised new industrial diseases like "miner's nystagmus" and silicosis are classified under legal headings so involved that the man concerned gets compensation only after years of battle—if at all.

The reason is that these hazards were unknown when the Acts were framed. Provision for them is only comparatively recent and so jerry-built that it would need the whole Lord Chancellor's office and the Law Society combined to read a straight line through their tortuous verbiage.

For instance, although the medical profession knows only one kind of silicosis, the law apportions the injured man's compensation according to the industry in which he is working when he contracts the disease.

For example, there is the Sandstone Industries Silicosis Scheme and the Various Industries Silicosis Scheme, and there are different years for different schemes all affecting scales of benefit.

All amusing no doubt as a kind of legal crossword puzzle, but not funny at all to a man whose lungs have turned to stone. And who must wait years to find out which category he falls in before he can get compensation for his injury.

And there are the endless legal quibbles which have arisen because of additions to the Acts as the march of industry has gone on. Not long ago we quoted a case in JOHN BULL where a man had to give up work because of this crippling disease in 1931 and his case did not reach a proper county court claim till 1935.

A large part of the delay was caused by legal argument as to whether the quarry where the man had worked "was formerly a quarry within the meaning of the Act."

Did it matter?

The objection was raised because the place where the man had reported sick had ceased to be a quarry and become a stone store. As if, in all humanity and common sense, that mattered!

Each year, according to the Reports of the Chief Inspector of Factories, an average of 200,000 people are killed or injured in British industry.

Multiply that figure by four to include the families of these people and you get the number who will be directly interested whether this Committee reports for good or ill. Add to it the casualty figures of the same amount for the recent years past.

All these people—and the total must run into some millions of the country's working population—will want to see an end to this rotten gamble we call our Workmen's Compensation Acts. We hope the Government when it reads the Report will remember that. For reckoned only as electors these people are a force to be considered.

A point to be remembered when the Report reaches the public is that Britain is the only civilised country in the world which has not got State insurance for injuries at work, or where compulsory State funds do not exist.

We make that point because the country has waited two years for the Stewart Committee's Report and its long-delayed investigations. And now we want no palliatives, no patchwork tinkering with an outmoded and condemned Act—but something new, and sane and generous enough to give the worker in modern industry the protection he earns and deserves.

There must be no quarter in the battle on behalf of those maimed in industry . . .

HIGHLAND HAVOC

EVERY inhabitant of a little village that sprawls itself over a hillside in the Scottish Highlands knows the miller's house.

It is the sort of home that befits a family so well known and respected in the district. Because of the slope on which it is built it is below the level of the road that serves it, but it is probably more picturesque on that account.

* * *

But not more secure. Such settings increase the danger of floods. And when huge, black clouds loom over the distant mountains, the eyes of the miller and his family go to them anxiously.

When the children were at school and the miller working, recently, the fear that had so often haunted the family was realised. Flood water came rushing down the slope, to invade the house and choke the downstairs rooms with the debris it carried.

All comfort had gone in the ensuing atmosphere of dampness and ruined furniture, the havoc of which it was going to cost a tidy penny to put right.

Because the miller had qualified for the protection of JOHN BULL'S unique free family insurance scheme by the simple expedient of signing such a coupon as you can find to-day on page 4, JOHN BULL restored that lost comfort with a cheque in respect of the damage to furniture and furnishings.

Every day such cheques go out in scores. Yet some insurance companies would not accept that picturesque Highland home as a flood risk because of its situation.

But JOHN BULL will protect yours. And if you turn to page 4 now you will see that qualifying costs nothing and is simplicity itself.

"It's so simple!"

"SAMMY" from Hassall's famous poster for Drages.

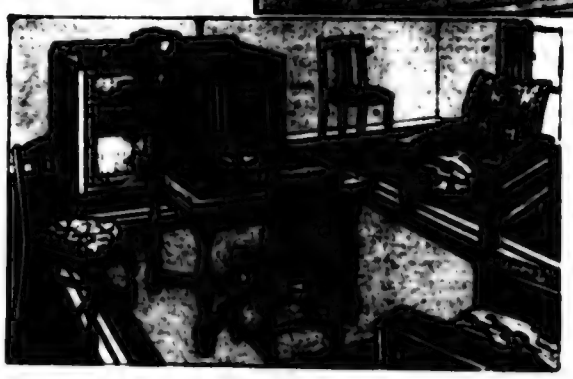
said DRAGES in 1910—and still they say "it's so simple to have Fine Furniture"

Do you realise that you can have *Fine Furniture*—fine in material, style and construction—without heavy expense? Do you realise that you can have it *without waiting*? "It's so simple!"

Hundreds of thousands of Drages' customers, all over the country, have furnished beautiful homes by convenient out-of-income payments. You can do the same. Look at the examples shown here.

There are no risks! Drages give *Free Fire and Life Insurance* and *Written Protection* against misfortune. And the furniture is, of course, guaranteed.

6'6 first payment for immediate delivery of the DUNCAN three-piece suite. Settee and two easy chairs of handsome design, covered in good quality tapestry. Deep seats, extremely well sprung. Price 15 guineas, or 6 6 monthly.



5'6 first payment brings the AIRDRIE Dining Room Group to you at once. 4 ft. Sideboard, table 3 ft. by 3 ft. when closed and 5 ft. by 3 ft. extended. Four chairs, drop-in saddle seats covered in hide cloth. Price 13 guineas or 5 6 monthly. Easy Chair, £3/5.

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Put in an unsealed ½d. stamped envelope to Drages. Please send me a copy of your new 32-page Book, shown together with the book—You and Your Home.

C21.

No more Rubbing and Scrubbing and Long Boiling on Washday

Women now get through whole weekly wash easily & hours sooner

Don't do this
● Instead of boiling whites for 20 minutes or more, while the kitchen gets unbearably hot and steamy . . . . instead of wasting time and money on fuel—
Do this:
● Put the whites into the copper in lukewarm Rinso suds. Dampen the extra-dirty places, smooth in a little Rinso. Bring clothes to the boil, and boil for 2 minutes!
And don't do this
● Instead of rubbing and scrubbing your coloureds till you feel tired and stiff . . . instead of wasting time and energy on getting them clean—
Do this:
● Give your coloureds the Rinso 12-minute soak. Put them in hand-hot Rinso suds. Let them soak for 12 minutes! No hard rubbing whatever!
—and these women
YES! YOUR CLOTHES WILL BE BRILLIANT! AND YOU'LL FEEL AS FRESH AS A DAISY. THIS NEW WAY OF WASHING CLOTHES IS SIMPLY MARVELLOUS! DON'T YOU BELIEVE IT? WELL, JUST TRY IT.... YOU'LL SEE!

WOMEN NOW SAVE WORK, SAVE ½ HOUR'S FUEL... YET FINISH HOURS SOONER AND WASH CLOTHES BEAUTIFULLY WHITE AND BRIGHT

THOUSANDS and thousands of women throughout the country find that they can cut out all hard rubbing and all long soaking when they wash clothes the new scientific Rinso way. They save as much as 30 minutes' fuel every washday! They get their clothes out to dry far sooner than they ever dreamed they could. And yet they get a brighter and cleaner clothes-line than ever before.

These wonderful new methods were discovered through scientific tests. They are based on these amazing facts:

1. *2 minutes at the boil* in Rinso is absolutely all you need to make clothes brilliantly white and clean. Put the clothes into the copper in lukewarm Rinso suds. Don't soak them or rub them beforehand. Instead, simply dampen the extra-dirty places, sprinkle on a little Rinso and gently smooth it in. Then bring your clothes to the boil, as usual, and boil for only 2 minutes.

2. Clothes that don't need boiling, or can't stand very hot water, can be *washed brilliantly clean* in hand-hot Rinso suds in a short *12 minutes!* There's no hard rubbing needed whatever.

The wonderful thing about Rinso is, it's just as economical as it's quick. It's as ideal for your silks and woollens as it is for your sheets and towels. It does the whole wash entirely alone. You don't need to use bar soap, flakes or any other washing powder with it.

Every woman who wants to save time, work and money—yet have a brighter, cleaner clothes-line—should use Rinso. Only 3½d., 6d., or 10d. a packet.

IMPORTANT Don't be misled about "extra" whiteners in washing clothes. For safe washing, avoid using any product with a strong bleaching or whitening action.

Rinso gets clothes brilliantly white and clean in a safe, natural way. No mixing is necessary, and no mistakes occur because there are no destructive chemicals in it. Rinso won't harm fast colours, fabrics or hands.

WHETHER YOU HAVE A FAMILY OF 1 OR 6—RINSO WILL GET YOUR WHITES BEAUTIFULLY CLEAN IN 2 MINUTES; AND SOAK YOUR COLOURFAST BRILLIANT IN 12 MINUTES.

RINSO

B2439-364-65 R. S. Hudson Limited, London.

This C.I.D. has its EYES on YOU

Her choice of the brand is often largely influenced by the investigations of the traders' "C.I.D."

WE have two C.I.D.s in Britain. One, the Criminal Investigation Department, is well known to you. The other you never hear about at all. It is the Commercial Investigation Department.

It is never in the limelight. It shuns publicity for itself, and its secrets are guarded as closely, if not closer, than those of Scotland Yard's C.I.D., because they are worth thousands of pounds to the manufacturers for whom they are collected.

The business of the commercial investigator has nothing to do with crime detection. His job is to enquire into public tastes, to find out from the housewife her likes and dislikes, her spending capacity, how she runs her house, what she has in it, what she reads and does with her leisure.

A commercial investigator's work is not easy, for the British housewife has a strong bias on "noseyness."

UNLIKE the American woman, who has been educated into enjoying airing her views, likes and grievances, most Englishwomen still resent the appearance of smart but inquisitive young men at their front doors.

This attitude is understandable, for it is not generally realised that what seems to be mere "noseyparkering" is an enquiry carried out on manufacturers' behalf at considerable cost specially for the consumers' benefit.

So when you get one of these commercial sleuths knocking at your door, as you are bound to do sooner or later—for they knock at half a million doors every year—try to remember that he has been sent by a manufacturer specially to study your requirements.

You will find him a pleasant, well-dressed, well-educated young man. Commercial investigators are highly skilled men with a keen insight into human nature, trained to be observant and tactful. And they are well paid.

One of the biggest firms of commercial investigators in this country showed me the contract which their men sign. It specifies a starting salary of £4 a week, plus an allowance of 8s. 6d. for every night spent away from home, and 25s. a week car allowance.

After six months with the firm the salary is automatically increased to £5 a week, and after one year to £6, plus the allowances mentioned.

Here is how they work. One house in every four in all the streets of a town is visited. In addition to questions on the specific product which is the subject of the investigation, thirty stock questions are asked. How many rooms have you? What newspapers do you take? Have you a wireless set? Do you eat a cereal for breakfast? Is your husband in regular employment? Are you interested in tennis? And so on.

Before the investigator leaves your street he will take photographs of the houses on both sides of the street and make a report on the neighbourhood, describing the type of property (flats, dwellings, semi-detached houses, new or old) and classifying the homes according to the nature and price of the commodities used.

All the information he has collected is sent to London and recorded on cards by a special punching system. A large-scale map of the town is coloured yellow, pink, blue and brown, according to the reports on the class of the various districts, and the photographs, numbered to correspond to the streets in the coloured patches on the map, are made up into an album.

With this map and album, and the record cards handled by an almost-human tabulating machine, a manufacturer can learn in five minutes more about a town and its inhabitants than is known to the local authorities, the local gossips, and the oldest inhabitant all put together.

Standing before a map of Leicester in an office in Holborn (writes a JOHN BULL investigator) I picked out a brown patch at random. The chief of the organisation put a pack of record cards in the electric tabulator and pressed a switch. Suddenly the cards sprang to life and began sorting themselves out at incredible speed into a number of different compartments.

"YOU picked a very poor district," said the chief. He began reading some figures that had popped up on a row of meters on top of the magic box. "No cars, no refrigerators. Nine out of ten have radios. Six out of ten have a well-known brand of porridge for breakfast; only 7 per cent. buy any other brand of breakfast cereal. Highly seasoned pork sausages are popular. Seven out of ten buy a morning and evening paper."

He flicked open the album. "There's the street you put your finger on. When a manufacturer sees that he knows it would be waste of time and money trying to sell refrigerators or cars there. But there's a market for a breakfast food at a popular price."

With these facts in his possession a manufacturer of a breakfast cereal who thinks he ought to be able to increase his sales may decide to send a band of agents to the district.. They will find out why people there eat porridge instead of other cereals. Is it a question of price, taste, or what?

Answers to these questions, which will have cost the manufacturer anything from £50 to £500 to collect, according to the extent of the territory, are secrets closely guarded from the ears of competitors. If he judges the market big enough he will launch a product priced and packed to suit the expressed wishes of the majority of housewives in that area.

Not long ago a manufacturer of a new brand of packed rice found that his sales had fallen off badly in many districts in the North of England.

He put the "C.I.D." on the job. The enquiry agent learned that the thrifty North Country housewife had found the size of the packets was too big and she was obliged to buy more than she required, so she had gone back to loose rice. The packet was at once reduced in size and price, and in answer to many requests, a recipe book was included. As a result sales have risen steadily ever since.

PRACTICALLY all the improvements in packing and presentation, the inclusion of useful recipes and measures, and, in many cases, reductions in price have come about as a direct result of the work of the commercial enquiry agent.

Flavours and scents are varied to meet the tastes of people in different localities. For tastes vary considerably in different parts of England.

Commercial investigators have discovered that in the South people prefer sleeping between light linen or cotton sheets, while in the North the majority prefer heavy twill. In the North housewives prefer to buy certain classes of goods by weight, but in the Home Counties there is a well-marked preference for packed and branded goods.

In most cases the only explanation for these local preferences is taste, but sometimes the agents can trace the reason for them.

For example, there is not the same demand for cigarette-papers in the big industrial centres of England as there is in the South. The reason is that the factory worker has to smoke his cigarette in surreptitious puffs during working hours, and he has no time for cigarette rolling.

A similar explanation exists for the fact that it is almost impossible to sell a safety match in those parts; the demand is for the red-tipped "strike anywhere" match.

Possibly this can be accounted for by the fact that in most factories the hands are not allowed to have matches on them, and they avoid discovery by carrying a few separate red-tipped ones loose in their pockets.

SOME time ago shopkeepers in Kent were surprised by a sudden demand for a brand of baking powder they had never stocked. The manufacturers were puzzled, for hitherto this brand had sold chiefly on Tyneside. Enquiries were made in Kent to clear up the mystery.

It was discovered that a large number of miners from the North had moved to the Kentish mines, and their wives insisted on having the baking powder they had always been accustomed to using.

Collection of information of this kind for a city of half a million inhabitants costs a manufacturer about £500. But it's worth it to him, and to you. For it ensures that you can obtain near at hand the goods you want, packed as you want them, and at the price you want to pay.

THE HUMAN MACHINE

Not So Simple

ONE of the major secrets of a happy, contented and efficient life is self-control; but don't run away with the idea that "self-control" only means being master of yourself. It has much wider implications.

It is not terribly difficult to learn to control ourselves. We can all, if we wish, learn how to stop worrying, how to overcome baseless anxiety, how to improve our memories, to reason and not to panic. If that were all, big though the problems are, life would be fairly simple.

The trouble is that there are lots of other people in the world besides ourselves, and we have to come into contact with a lot of them every day of our lives. That is the crux of the matter. Self control must also enable us to go smoothly through our relationships with others.

There is nothing more pathetic than to hear someone say: "I can't stand So-and-So at any price. He gets on my nerves." How can anyone "get on" nerves that are under control? The very statement is an admission that self-control has stopped a long way short of completion!

Annoyance with other people is not only silly: it's useless. It's just a waste of energy. To be annoyed with someone to the extent of letting them "get on our nerves" is just to punish ourselves for their follies.

You can put it in this way—annoyance is just a direct proof that emotion has dominated reason for the time being, and no human being has any right to allow such a state of affairs to come about.

Our business is to look life in the face and think—not to let ourselves be blown about by any wind of emotion that chooses to arise.

No one who has really achieved self-control does allow it.

LEXICON

THE WONDER GAME

THE MOST INTERESTING, EVER-CHANGING, FASCINATING AND AMUSING CARD GAME EVER INVENTED

Lexicon can now be bought for 1/-

ALSO DE LUXE PACKS COMPLETE WITH BOOK OF ADDITIONAL GAMES TO BE PLAYED WITH LEXICON 2/6

JUST 1/- WILL GIVE YOU HAPPINESS THROUGHOUT THE WINTER

BUY A PACK NOW

MADE BY WADDINGTON

Obtainable from all STATIONERS STORES & TOY DEALERS

"Ah! that reminds me to Get Gibbs!"
It's Super-Fatted!

Gibbs Super-Fatted Shaving Cream gives you supreme comfort both during and after shaving. Super-fatting ensures an especially rich and close-textured lather which helps you and the razor. The perfume and the fine ingredients leave your face refreshed and cool.

CHANGE TO GIBBS TO-DAY!

GIBBS SUPER-FATTED SHAVING CREAM

D. & W. GIBBS LTD., LONDON, E.1. G3533

COLDS-'FLU and COMMON SENSE

Common sense enables us to distinguish between good and bad; what to use and what not to use. So people know a good thing when they find it. That's why 'ASPRO' tablets have become the universal household remedy. 'ASPRO' STANDS FOR QUICK ACTION AND PROTECTION. It acts, after ingestion in the system, as an antipyretic or fever-reducer, an internal antiseptic and a powerful germicide. That is why it definitely can smash a cold or 'flu attack in one night. It dispels, too, the feeling of weakness due to the feverishness and induces sweet sleep. 'ASPRO' contains within itself the elements which remove the cause as well as the effect of numerous complaints. With uncertain weather conditions the warning symptoms of a cold or 'flu attack of sneezing and snuffling, uneasiness, feverishness and that groggy, "gone-at-the-knees" feeling, may come on at any time. So the practical suggestion is to

KEEP 'ASPRO' ON HAND & KEEP SECURE

'ASPRO' AS A GARGLE

Two 'ASPRO' tablets in four tablespoonfuls of water make an excellent gargle for sore throat, tonsilitis, and act as a deterrent.

WONDERFUL RECOVERY FROM 'FLU

B.M.S. writes from London, S.W.16.

"I would very much like to express my gratitude for such a wonderful recovery from 'flu. I am feeling very well again now. I was with friends at a party and was taken ill with 'flu. I could not go back to my place until the following morning.

"A friend gave me two 'ASPRO' tablets with a cup of hot lemon. He also gave me a small box of tablets and then I was in bed for one day only. I was then able to carry on with my work, feeling myself again, thanks to 'ASPRO' tablets, and I shall never be without them."

HUSBAND AND LITTLE GIRL BANISH COLDS

Twickenham, Middlesex.

Dear Sirs,

I feel I must write how pleased I am with the results of the box of 'ASPRO' tablets which I purchased on the 14th inst. My husband and little girl had each contracted a cold, which readily yielded to the 'ASPRO' treatment.

I shall be most happy to recommend them to my friends.

I am, Yours faithfully,
M. J. (Mrs.).

'ASPRO' consists of the purest Acetylsalicylic Acid that has ever been known to Medical Science, and its claims are based on its superiority.

Made in England by

ASPRO LIMITED
SLOUGH, BUCKS.

Telephone: SLOUGH 608

No proprietary right is claimed in the method of manufacture or the formula.

TRY 'ASPRO' FOR

INFLUENZA, HEADACHES, NEURALGIA, CHILLS, COLDS, NEURITIS, RHEUMATISM, GIDDINESS, GOUT, TOOTHACHE, MALARIA, ASTHMA

All Leading Chemists and Stores Stock and Display 'ASPRO'

PRICES 3D 6D 1/3 2/6

FORGERY *Factories*

SENSATIONAL DISCLOSURES

NOT long ago a secret conference took place in an office in Scotland Yard. It was presided over by Sir Norman Kendal, Assistant Commissioner of the C.I.D., and round the table were gathered leading police officials from France, Germany, Switzerland and Holland. They had come to London to discuss some common basis of action in a war against international forgers.

Forgery has become a menace both at home and abroad. Only recently the police were able to round up several members of a gang of forgers and cheque droppers. One man was sent to prison for seven years.

A woman cheque dropper was given twelve months at the Old Bailey. One, Adam Armstrong, known to be heavily involved in the forgery racket, committed suicide in a police station cell rather than face inevitable penal servitude.

Forgery has long been a profitable calling.

And it has international ramifications. It extends not only to the forgery of signatures on cheques and letters of credit, but to the manufacture of passports, identification papers, university diplomas, testimonials, references; in fact, any and every document that can be turned to criminal use.

SOMETHING like 80 per cent. of the international crooks who come to England are, when arrested, found to be in possession of forged passports.

There is already a very considerable collection of these interesting documents in the archives of Scotland Yard and there must be countless others in existence. It is almost impossible for the police to keep track on all foreign ne'er-do-wells who manage to sneak their way through the Channel ports.

It is safe to say that there are at this present moment hundreds of seemingly peaceable and innocent men and women walking about the streets with forged passports and papers in their pockets, ready to commit crime of any kind so long as it brings them personal profit.

Many interesting facts emerged from the Scotland Yard secret conference. There was a man arrested at Folkestone pier, on advice by telephone from the Paris *sureté*, whose past was closely scrutinised. Of course, he had a forged passport. But what of that. The police discovered he had used eight others on different occasions. *One man, nine passports!*

JOHN BULL is able to give its readers some startling details concerning forgers both at home and abroad.

A few days ago eighteen men and women, all aliens, were arrested in Paris and thirteen others in different parts of France. It was the first fruits of that international co-operation decided on at the Scotland Yard conference.

Scotland Yard detectives had shadowed a notorious crook named Osso Hellmann. As the result of interrogation they were able to inform the Paris police of the activities of many of Hellmann's associates.

THE Paris police lost no time. A force of experienced detectives was hastily sent to the suburb of Les Moulineaux-Billancourt, near Meudon, and a house was surrounded. When the time came a raid was made and all the occupants were rounded up.

The police discovered all the paraphernalia necessary for forging passports and identification papers. There were masses of skilfully forged passport parchment, rubber stamps, imitation transit visas, consular endorsements, forms for identity cards (so essential to all foreigners) and printing presses.

It was discovered that this same gang had agents and correspondents in England. This was only natural seeing that most of the forged passports are manufactured for use by criminals in this country.

Mlle. La Belle Paula and (below) Osso Hellmann, two notorious forgers, sought for by Scotland Yard, are both now safely behind iron bars

Among the eighteen forgers rounded up in Paris the other day was a woman Scotland Yard has wanted to put behind bars for a long time. She is Mlle. La Belle Paula. The London police began to suspect her eighteen months ago, but she had a genuine passport and they could not charge her.

But evidence began to pile up against her and quite recently a telephone call from London informed the police of Boulogne-sur-Mer that the beautiful Paula was on her way back from her latest visit to England.

A WARRANT had been issued for her arrest. But Paula was too swift for the Boulogne police. She dodged eight of them and got to Paris. But now she is awaiting trial in the French capital.

British passports have been found almost impossible to forge. This has not greatly disturbed the forgers, for they are well aware that very few Englishmen require to travel abroad with criminal objects.

The easiest passports to imitate are American, German, Italian, and, curiously enough, Canadian, although outwardly they somewhat resemble the British article. The forger is also not very happy with the copying of French passports.

In point of fact it is confidently believed that only one British passport has been successfully forged. At any rate, there is only one in Scotland Yard.

That belonged to an extremely well-dressed and well-educated individual who passed as Robert Martin, Esq., of Manchester. He was taken up on a charge of fraud in a London hotel.

His "British" passport was among his baggage after he had been taken into custody, and it was found he had successfully used the document in three different countries.

He was not English at all, but an Italian with a desperate record as a swindler, Mario Gonzalva by name. He airily told the police that he "bought" his passport from a friend in the "passport business."

Make no mistake, this passport forgery business is very profitable. International criminals have been known to pay as much as £65 for a forged passport in order to escape the inquisitive eyes of the police.

A successful crook is always asked to pay more. A poor crook gets off proportionately cheaper. There is a passport in the archives of Scotland Yard which was acquired by a crook, on his own confession, for £4 5s.

Forging passports is almost entirely confined to the Continent. In England there is very little forging of passports. But there are large-scale forgeries of other things—letters of credit, cheques, testimonials, diplomas.

In fact, there is quite a considerable traffic, and somewhere down Aldgate way a secret printing cellar is believed to exist, where forgeries of every kind are made in what may be called a "factory."

The products of this gang are duly distributed in various haunts, some of which are known to the police. For example, there is a regular thieves' kitchen in Soho, not very far from Shaftesbury Avenue.

IT masquerades under the name of a club, and it is frequented by all the notorious tricksters and sharpers who can make use of forged documents to aid them in their criminal objects.

There is also another establishment in North London which is run by a man who has been suspected of being a "receiver" for a long time. He makes quite a lot of money in selling references, diplomas, letters of credit and the like. A forged reference is often most valuable to a prospective criminal or an accomplice.

Here is a case in point: A servant was employed by a wealthy couple in South London. She produced references signed by reputable people—all forged, of course. But she made such a favourable impression that the references were not taken up. In course of time she was fully trusted by her employers.

In due course they paid the price of their confidence. One evening the faithful servant admitted strange men to the house. They were old friends of the Soho club. They had lots of time to get on with their work thoroughly, and when they drove away with the woman they took with them jewels, money and other valuables estimated to be worth £9,000.

The "references" were handed over to the police. They looked most imposing. They spoke in the most glowing terms of the honest character of the bearer. But they were written from an accommodation address in the West End—the type of letters that can be purchased by those in the know for from fifteen shillings to fifteen pounds.

QUITE recently the case of a chauffeur who absconded with a lot of money from his employer's house was investigated by the police. He had come with the usual glowing testimonials. The police discovered that the gentleman in question was a hardened cracksman with five previous convictions.

The police are also looking for an amiable secretary who got away with a lot of valuables in London, who has been twice to prison for fraud and theft. Then there is the case of the clever governess, who has a diploma of London University and a whole pile of adulatory references, but who is really an associate of a gang of jewel thieves.

Forged documents of all kinds are to be obtained in the club in Soho or the house in North London. Most of them come from the printing factory in Aldgate. Passports are brought over from Paris and are sold in the same places. There is also a very profitable industry in forged letters of credit, the kind so extensively used by travellers to the Continent.

First fruits of international co-operation against forgers was seen in the recent dramatic arrests on the Continent. And at home the police are gradually drawing their net closer and closer round the forgery gangs which are known to exist.

Seeing Is Believing

One hears stories of strange things that are supposed to exist in various parts of the world, of wonders that, quite frankly, leave one incredulous. But seeing is believing, and next week JOHN BULL will announce a sensational new presentation that no JOHN BULL reader will want to miss.

Look out for it in JOHN BULL out next Thursday.

MAN in the STREET WRITES . . . HISTO

1914-1918 Food Queues
Love At First Sight—Anything Grocer Offers Now

Launching The "Queen Mary"
Treat For All—Pushing The Cunarder Out

Heroes After 1918
Poor Chap—Tommy Goes Marching
Homeless

Our Sailor

NO period of time has been more packed with history than 1912-1937.

Those twenty-five years have changed the habits and outlook on life of nearly every one of us. There has been the war. There has been more than a decade of domestic and international crises during which kingdoms and governments have toppled like skittles.

The face of the world has altered dramatically in the course of a single generation.

The horse has become almost an anachronism in our large cities. Motor-cars have attained speeds of 300 miles an hour. There were nearly one and a half million private cars on the roads last year—one for every twenty-five members of the population.

Aeroplanes, once regarded as dangerous toys, now cross the Atlantic in ten hours, and the feat is not thought worth a newspaper headline. No one is really surprised that the new liner being built on Clydeside will be round about 80,000 tons displacement.

The cinema has taken the place of the theatre in the lives of ordinary people. Even here a revolution, the talker gives way to the perfected sentient picture, and no sooner is that perfection achieved than talkies sing about a complete change overnight.

★ In 1912 wireless was looked on as a useful gadget for ships at sea. Last year 7,618,000 people bought wireless licences for their sets at home. Now television is changing both theatre and cinema to the fireside.

Nothing has remained quite the same—money, newspapers, railways, fashions for both men and women, their own homes and what they contain.

Yet throughout that twenty-five years each change has been noted as it came about in JOHN BULL by its own readers.

It is just twenty-five years ago that the public was introduced to what has become the most famous competition ever organised by modern journalism — JOHN BULL Bullets. It celebrates its birthday this week.

There have been nearly 1,100 contests so far, and prizes to the value of £800,000 have been awarded.

Readers in almost every walk of life have submitted their comments in a word or two expressing the mood of the moment, a terse reflection on contemporary events, a definition in a few syllables of a problem of the day.

JOHN BULL Bullets competition has been a kaleidoscope of the most eventful years in history, a running commentary on the most dramatic quarter of a century of all time. . . .

Happy days before the war. The hansom cabs. The show girls of the Gaiety. The ballet at the Empire. Golden sovereigns. Beer at twopence a pint and whisky at twopence-halfpenny a nip. And popular newspapers—one halfpenny.

Do you remember the newsboys never had a halfpenny change? It was one of the tricks of the trade. *Never Met* was the example. *Newsboy—Ha'penny Ready* was the comment.

War clouds loomed on the horizon. The Kaiser had declared that the future of the Fatherland was on the water, and was feverishly building new ships. A new kind of battleship came into existence—the super Dreadnought. There was the popular cry of "We want eight and we won't wait." The British Navy must be the equal of any two others.

King George went to Spithead to see his new Fleet. *Each Succeeding Dreadnought—The Last Word.*

★ Already the conquest of the air had begun. A military balloon was seen encircling the dome of St. Paul's. Everybody rushed into the streets to look at this new miracle, and work in the City stopped for an hour. *Circumstances Alter Cases—Airships Destroy Insularity.*

But no one had any real confidence in the future of the aeroplane. Newspapers printed lists of aviators who had been killed while flying. They barely reached double figures. One reader ventured the suggestion. *Short Cut—To Eternity—Hendon.*

It is impossible to estimate to-day how many tens of thousands of victims have been claimed in the conquest of the air.

The newest-joined pilot in the Air Force must loop the loop as part of his training. No one thinks anything of it. But in 1913 it caused a flutter when the Frenchman Pegoud came to England to give demonstrations of looping and upside-down flying.

There was a witty comparison with the woes of the annual Spring cleaning. *In The Spring—Homes Resemble Pegoud.*

The motor-car had hardly come into its own, and horse 'buses were still to be seen on the streets. Yet already the war between motorist and pedestrian had begun. *The Coming Race — Motorists And Cripples.* And again, *Dirt Cheap—Chauffeurs Think Pedestrians.*

Such comments, indeed, are to be found to-day when crossing the road has become almost an exact science.

The motor and motorist have been pursued down the years ever since. Such as *Forbidden Fruit—Pedestrian Between Two Beacons*, requires no comment. And the scorching hordes who escape from the big cities every week-end in these days has been described as *Army Of Motorists—Making Countryside A "Mess."*

It would be difficult to imagine daily life to-day without syncopated music. We no longer refer contemptuously to jazz bands.

Everybody dances, thousands go to the local dance hall every night of the week. In pre-war days dances and balls were rare events in the lives of young people.

To-day we pay band leaders Prime Minister's salaries. The passing of Henry Hall from the B.B.C. occupied as much space in the Press as the bombardment of Nanking.

But it was not always so. The first jazz music as it came from Tin Pan Alley in America was greeted with a storm of protest, although everybody hummed it and tried to dance to it. You remember—Alexander's Ragtime Band, Waiting for the Robert E. Lee, Avalon, Hitchy Koo, Everybody's Doing It, and above all, the Wedding Glide.

★ Jazz had its pungent criticism, *Favoured Few—Died Before Ragtime.* And again, *Short Cut—To Lunacy, Ragtime.* Other times, other manners.

Women had not been enfranchised. Militant Suffragettes disturbed public order with their violent methods. A woman chained herself to the rails of Downing Street. Another jumped in front of the King's Derby horse at Tattenham Corner.

Hunger striking anticipated the Irish Sinn Feiners by five or six years. *In The Suffragette Movement—Fasters Still Masters.* You see, they could not let the women die of starvation in prison. When they had recovered on release they put them back again. It all seems so very long ago now.

Bernard Shaw shocked the world by making Mrs. Patrick Campbell speak a word in his play "Pygmalion," which was supposed to be profane. Shaw sat back and enjoyed the publicity, which sent box-office receipts soaring. *A Soft Job—Bernard Shaw's Trumpeter.*

We had taught Europe how to play games, and already they were beginning to take the various championships away from us. *Looking Backward — Britain's Athletic Record.*

The war came with all its horrors and privations. But it is good to look back at the comments which were printed every week. Never once did they fail in their optimism or the saving grace of good humour. The issue was never in doubt for those who were making up Bullets.

At the Front—The Boom Note. Somewhere In France — Tommy Landed "With Expedition." War Declared—"Whacking Bill" Anticipated.

Amazing Articl

"John Bu" Rec

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The National Game
Football—Without One, Russian Dancing

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George V
Our Sailor King—Eyes Water With Gratitude

Article by ” Readers

The much-vaunted German High Seas Fleet that was to find its grave in the bleak grey waters of Scapa Flow, rarely ventured from its bases of Kiel and Heligoland. Once a squadron bombarded the open towns of Scarborough and the Hartlepools, and earned the derisive sneer from the mouth of Winston Churchill—"the Babykillers."

There were battles at Jutland and in the Bight. After that the German Navy lay at anchor for years while the British Fleet kept the sea.

How significant was the gibe, *Seaside Boarding House—German Battleship At Present.* Against it set—*Wet Or Fine—Jack's "Watch" Never Varies.*

★ The Bullets touched every aspect of the war both in victory and defeat. *A Nasty Knock* was recorded as being the *Best Recruiting Agent*, as indeed it was. The order of Lord Haig, "Backs to the Wall," perhaps steeled the nation to final and successful resistance more than any other war-time cry.

In the same way the feeling of the whole nation concerning those

August 4, 1914
War Declared—"Whacking Bill" Anticipated

who were dodging the column by not joining the Colours was succinctly expressed in *Not In Khaki—Distinction Without Honour*, or *Khaki Suits—Don't Have Yours "Ordered."*

When food tickets came and the nation had to take in its belt, there was only the usual grousing, no real complaint. *When Food's Short—"Self-denial" Means "Salvation."*

And such phrases as *Sadder And Wiser—"Flapper" Imagined Farming Fun; There's No Telling—Sex By Occupation Now; Love At First Sight—Anything Grocer Offers Now*, and *Uncle Sam's Boys—Deliver Wilson's Notes Personally*, recall all too vividly many aspects of those fateful years.

Women were called on to till the fields, girls put on dungarees and filled the munition factories, food became really short on account of unrestricted submarine warfare.

President Wilson having grown weary of writing his historic notes to the German Government, which did not take the trouble to read them, eventually decided to declare war on Germany and send over a huge expeditionary force, some of the veterans of which have just recently been on a visit to England and the battlefields.

The long, weary and disappointing months which preceded the signing of the Peace Treaty, with all the intrigues of Prime Minister Clemenceau against President Wilson, are now almost forgotten. But in their day they occupied the forefront of world events.

★ The academic professor who became the First Citizen of the United States was no match for the irascible old politician, Clemenceau. You remember they called him "The Tiger" on account of his half feline, half ape-like demeanour when in anger.

The point was not missed. *Wilson's Decision — Raises "Monkey" In "Tiger."* Woodrow Wilson had ordered the liner *George Washington* to take him from Brest to New York to see how things were shaping at home.

Little was passed over in the potted newspaper—Bullets. It did not take the man in the street long to realise that the efforts of war were being slowly frittered away in Paris council chambers. *All Talk—After Guns Cease "Speaking."* Few verbal nutshells have contained six words of such meaning.

The League of Nations was born in the scandalous atmosphere of the Paris talks. It seemed the one hopeful thing left to a distracted world. *League of Nations—"Button" on International Rapier.*

Then came the first big disappointment. President Wilson's great project for world peace was turned down by his own Senate, who saw in it a pathway to participate permanently in the European imbroglio. *Forgetting — The League — Its Authors.*

And before we turn from the war

"Honest Stan"
Baldwin's Problem—Where Wife Hides Matches

and the peace treaty that ended it, let us recall in passing the example and bullet, *Making Good—Peace Blunders, Next Generation?* That was written in 1919. The new generation is already hard at work.

We all know that for a long period after the war there was grave industrial unrest, unrest that finally found its expression in the General Strike of 1926. For a while all was prosperity.

Then bad times came swiftly and the nation was once more called on to make sacrifices to repair the damage wrought by extravagance.

Strikes and lockouts became the order of the day. No sooner was one major dispute settled, than there was trouble in another major industry. *Settling Down—Then There's Another Strike.*

Already in the early 'twenties there was the problem of the ex-Service men. There were not enough jobs to go round.

There is a certain poignancy in the reflection—*Poor Chap—Tommy Goes Marching "Homeless."* And again *Poor Chap — Thought Country "Meant Everything."*

★ No aspect of sport or social life is passed over. You remember the great Jack Dempsey, one-time riveter in an American shipyard, then champion of the world.

He made a butcher's holiday of Carpentier, and for years strode the world like an invincible Colossus. *Looking for Flat Noses—Those Opposing Dempsey.*

There have been many changes in fashions and fads in the days since the war. There was a bold attempt to effect some change in men's clothes. It did not succeed.

It was another story when it came to women. In Victorian days women's dresses swept the ground and the vision of a pretty ankle was rare. It was the same in King Edward's time. But the post-war days brought new ideas.

Skirts became shorter and shorter as each season went by until it was fashionable to wear skirts as attenuated as the kilt.

The point was not missed. *Wearing Less—Than Artistes-Audiences Now. Fun of the Fair—Undressing for Dinner.*

★ Then someone in America popularised the word diet. Dieting became the rage. All kinds of exaggerated slimming cures were introduced into England and women starved themselves to reduce their waistlines. The *Family Skeleton* was *Politely Termed Boyish Figure.* Perhaps even more cutting is the remark *Still In Fashion—Arm Where Waist Was.*

Ballet had not then become the fashionable craze, and there comes a gem of really honest criticism. *Football—Without One, Russian Dancing.* And the reluctance of the average man to go to the opera for the very good reason that it makes no appeal to him is expressed in *For*

Women . . .
In The Suffragette Movement—Fasters Still Masters

All We Know—Operatic Singer Cursing Us.

The eccentricities of Hollywood and the films generally come in for their share of pungent comment. Listen to this one. *Film Baby—Writes Reminiscences—Then Alphabet.* And in the days when Wild West films packed kinema theatres, *Fortunes of War—Never Favour Kinema Indians.*

It was at the end of 1928 that the nation was plunged into anxiety by the news that King George was seriously ill. For a while he lay at the point of death, but in the early days of 1929 there was a gradual improvement which finally led to convalescence at Bognor Regis and recovery to good health. You remember the feeling of relief at the happy news. *Our Sailor King—"Eyes Water" With Gratitude.* And when death finally came it was known that King George desired as his memorial open spaces for the recreation of his people. *In the Sunshine—Bronzed Children, Finest "Memorial."*

★ Things topical come easily to these thousands of commentators. Do you remember how for years the great hull of the *Queen Mary* lay derelict in John Brown's yard?

To-day the *Queen Mary* is the pride of our merchant navy. *Treat For All—Pushing The Cunarder Out. On The Move—Cunarder, Thank Taxpayer's "Tug."*

Mr. Baldwin was a favourite with bulleteers. His pipe became a symbol. But it was never quite so wittily used as in *Baldwin's Problem—Where Wife Hides Matches.* And there is a certain sting in *"Trust Me!"—Baldwin's Other Famous "Pipe."*

These Bullets are the competition for the ordinary man and woman, the man in the street. A Bullet once expressed them. *Smith, Jones and Robinson—"Queer Street" Without 'em.*

And for many of those plain, ordinary people there is a golden tomorrow.

On pages 46 and 47 you will read of the sensational 25th birthday offer. Turn to the examples and you may well make history by winning the huge 5-in-1 first prize.

All-In Wrestling RACKETS

● *The Inside Story revealed by a* JOHN BULL INVESTIGATOR

Agony (with the referee taking a hand in some cases) is carefully expressed—a lot of it is mere acting

JUST seven years ago America presented us with a new sport by the name of all-in wrestling.

She had already supplied us with the word by which all-in wrestling, for the most part, could be fittingly described.

That word is "Ballyhoo."

For the vast majority of so-called fights, as I purpose to show in the course of this series of articles, are either deliberately faked or represent nothing more competitive than a bit of harmless play-acting.

There are, of course, certain rings in London and the provinces where genuine wrestling on all-in lines can be witnessed.

But at the others, incidents that bring spectators to their feet vociferous and wide-eyed have often been as carefully arranged and rehearsed as the death of little Willie in "East Lynne."

For obvious reasons it will be convenient in the course of such a survey as this to refer to the whole of all-in wrestling as a sport.

But, first, I would draw a distinction.

In cricket, football, boxing and all the sports which this country has pioneered, the ability to take a knock without whining, to accept a decision without questioning, to lose like a man, is all-important.

In the all-in wrestling racket it is more useful to be able to hit without hurting, to simulate the acutest agony when suffering not the least pain at all, to appear to be foaming and bloodshot with anger, to attack the referee, or to shriek imprecations at the spectators.

Public fooled

These abilities are gifts. They are more saleable in the world of all-in wrestling than the ability to wrestle.

They represent showmanship, and, according to some of the worst exploiters of the crowds who pay to see these do-as-you-like tournaments, believing them all to be genuine, it is on showmanship that all-in wrestling lives and thrives.

In fact, some of the best-known all-in wrestlers are engaged solely on their ability to fool the public with their acting.

With some men this has not stopped short of pairing off with another wrestler for a series of fights, in the manner of two music-hall artists doing a double act together.

One form taken by some of these carefully rehearsed turns is a Gentleman *v.* Roughneck act. A dude with a flash name meets a man of bloodthirsty nomenclature.

Promoters often boast that such encounters always "draw the dibs" because, in a world in which half the people venerate a top-hat and the other half want to bash it in, partisan feeling always runs high, and that means higher receipts.

The alternative is a Roughneck *v.* Roughneck act. To describe such a fight on the posters and in the programmes all the lurid adjectives that are part of the stock-in-trade of all-in wrestling are trooped out.

You know the style. "Bloodbath Jimpkins, the human ape with murder fists, will definitely settle who's the better man with the Madman Blackbird."

As an aside, let me say that promoters love names like that. They consider that the misguided humanitarians who know nothing of the farce of all-in wrestling, and condemn it as primitive and brutal, are doing the racket the best service possible.

Sometimes three wrestlers will arrange a triple act.

While two of them are doing a double act in the ring, one will suddenly appear to take some offence against a harmless-looking man sitting in the public seats and will hurl an oath at him.

Slowly and ponderously, the man in the ringside seats will rise to his feet. He will inflate his chest, showing himself to be a bullock of a man. Then he will challenge the wrestler who has offended him.

"When you like," he will say. "*And* where you like. I can soon settle your hash."

Vengeance!

There is tumult. This is the sort of thing the crowd likes. Very well, a fight there shall be. And it is duly arranged.

Alas and alack! for the credulity of the average spectator, when the time comes all the mugs are there, and a few more besides, to see an insult avenged.

Go and cheer your head off, if you like, when you see such excitement, but take it from me that there are agents who will find plenty such turns for you, if you think of turning wrestling promoter, for £5 for the double act and £7 for the triple act, all expenses paid.

Three promoters whom I approached with a request for information as to how to build up a programme told me it paid to have one Gentleman *v.* Roughneck act and one Roughneck *v.* Roughneck encounter on each bill.

The other week I approached a booking agent. He is one of the leading men in the business.

He has prosperous-looking offices, into

(Continued on page 23)

when you eat
HOVIS
THE NATIONAL HEALTH BREAD
Best Bakers Bake It
Macclesfield m.838

You can taste the Fruit in Rowntree's Gums & Pastilles
2d.
3d. and 6d. packets or sold loose 6d. ½ lb.
Gar. 418

The two wrestlers in the picture are Mazie and Cecile! Emilie (left) appears to be the referee, while Yvonne (to the right) is trying to make out who's winning on points!

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Two "QUINS" go in for all-in wrestling

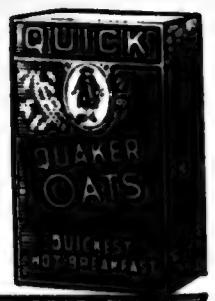
THESE five wonderful little girls, once so frail and tiny, are now five of the healthiest, sturdiest children in the world. Quaker Oats has played a great part in building them up. They weren't twelve months old when they first had Quaker and not one day since then have they missed having it.

Quaker Oats was the way experts chose to give the "Quins" that vital supply of nerve-nourishing vitamin B. The doctors knew this to be the surest safeguard against "nerviness," poor appetite and constipation. Quaker Oats will safeguard your children too—and its delicious creamy flavour makes it a daily treat.

"TODAY OUR HEALTHY DIONNE QUINS HAD QUAKER OATS"

Dr. Allan Roy Dafoe

Dr. Dafoe quotes a striking tribute paid to the "Quins" by Dr. Allan Brown of Toronto: "They are a living example to the mothers of the world as to what may be accomplished under scientific guidance. I find that they are developing physically and mentally according to standards of the normal."



40 vitalising breakfasts for 8½d

For Roasting? Why, it'll melt in your mouth

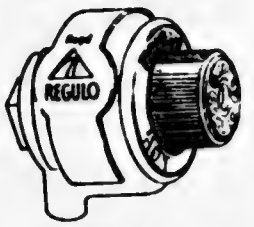
with PRECISION COOKING

"You see, Madam, not so very long ago when a chicken was served at table and it proved to be a tough one, nobody knew which to blame—the fowl or the cooking. Now, with Precision Cooking, it's quite easy to . . . . . ."

"Oh, yes I know what you are going to say! *'Get perfect results every time.'* So far as I am concerned I think you're right: because I know that my New World Cooker won't spoil your beautiful chickens."

"It's very nice of you to say that Madam. At one time people use to blame us for their mistakes, but now, with a New World Cooker, even a child can turn out a perfect meal—at least that's what my wife tells me. Good day, Madam! Thank you very much!"

The Three Features that make Precision Cooking possible



'Regulo' is the registered trade mark of Radiation Ltd.

For cottage or castle—there is no better gas cooker than the New World, with its three unique Radiation improvements; i.e., single oven burner, direct-bottom-flue-outlet, and the 'Regulo' automatic heat control. These three together ensure perfect cooking, and are only obtainable with the New World Gas Cooker.

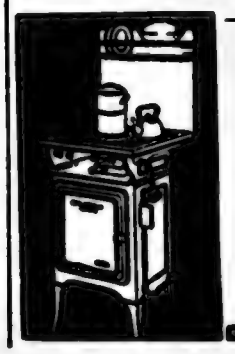
This Radiation 'Regulo' Cooking Timer enables you to time exactly any cooking operation. Bell rings at end of cooking time. Simple to use. Obtainable at Gas Showrooms.

NEW WORLD

REGULO-CONTROLLED PORCELAIN ENAMELLED

GAS COOKERS

SEE THEM AT YOUR GAS SHOWROOMS



MADE BY Radiation

Post under ½d. stamp.

To Radiation Ltd., (Dept. S 24/7),
164 Queen Victoria Street, E.C.4.

Please send me free booklet, "Casserole Cooking"

Name .....

Address .....

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COUPON

How to Build up a Healthy Family on a Wage of

£3 A WEEK

The food you buy for them needn't be expensive, but it must be the **right kind** *of food . . .*

	£ s. d.
Rent	5-0
Coal & Gas	7-6
Insurance	4-0
Clothes	5-0
Travel	5-0
Food	1-7-6
Sundries	6-0
	£3-0-0

"For example, I always insist on Rowntree's Cocoa,"

says Mrs. Stirk, of Brighouse, Yorks.

"I HAVE my two youngest children still at home," says Mrs. Stirk. "Lewis, who's fourteen, and Muriel, who's nine.

"Lewis plays football for his school team, and they're both fine, healthy children. I do all I can to build them up with good, nourishing food.

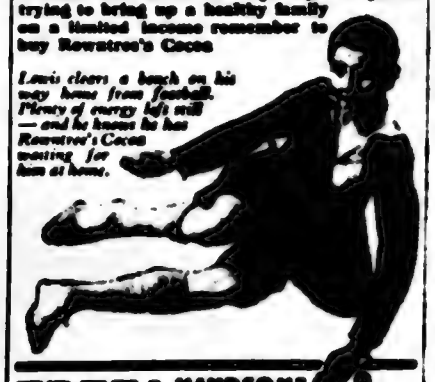
"You might think that would be difficult with only 27/6 a week to spend on meals. But I've learnt a valuable secret — the kind of food that builds children up needn't be expensive, as long as it's the *right kind* of food — really nourishing and digestible.

"That's why for 26 years I've been a great believer in Rowntree's Cocoa. It's so nourishing, it seems to make all meals go further. The children have it for breakfast and supper.

"Besides, Rowntree's Cocoa is more digestible. I know that, because I take it myself late at night, and feel fit as anything next day."

Rowntree's Cocoa is made by a special "pre-digestive" process, so that it actually helps children to digest all their other food, and get more body-building nourishment out of it.

Meals with Rowntree's give children extra supplies of energy, and build up their bones, muscles and tissues more quickly. If you're trying to bring up a healthy family on a limited income remember to buy Rowntree's Cocoa



Lewis clears a bench on his way home from football. Plenty of energy left still — and he knows he has Rowntree's Cocoa waiting for him at home.

FREE! HANDSOME FIRESIDE SET

One of hundreds of Free Gifts in exchange for Rowntree's Cocoa coupons. Free Gift coupons in every tin: send postcard (postage 1d.) to Dept. CE 32, Rowntree & Co. Ltd., The Cocoa Works, York, for *Free Gift Booklet*, containing Free Voucher worth three coupons.

Continuing—All-In Wrestling Racket

'At Your Risk' Warning

which I walked and asked him what it would cost for me to put an all-in wrestling programme "on" in my particular home town.

"There'll be holiday crowds there," I told him. "What do you think would go down best?"

He replied: "You'll want plenty of knock-about and buffoonery, of course. We can arrange that easy.

"Then you want the Villain and the Gentleman. We can do one of those for you. They always go down. The college boy *versus* the navvy type isn't a bad line."

I told him I had seen one such show; mentioned the names of the contestants. His face lit up at mention of the names.

"It's *faked!*"

"Why, ——" (mentioning one of the men) "is a great pal of mine. That's a great show he puts on with ——. We've put it on a couple of times at ——. Always draws the crowds. I could put it on for you."

Then I came down to brass tacks with the question: "But isn't it faked?"

"Oh, yes. It's faked all right," he answered. "You saw one of them smash a spittoon over the head of the other. He always does that every time."

I asked him whether it would pay me to put on women wrestlers.

He was most emphatic that it would be impossible. "It was tried at Manchester about four years ago, and there was a terrible outcry," he said.

"The Watch Committee and the police all got on to it. If I thought there was a chance of getting away with it I'd put it on myself, because I know it would be a draw."

I named one particular wrestler I had seen—asked what about engaging him.

"He's lazy in the ring," was the answer. "Never draws the crowd."

"And what about putting —— and —— together?" was my next question.

A good match, in his opinion. But he thought it would be better to bill them under murderous names. (The names which I used, by the way, might have been the name of any respectable shopkeeper.)

I asked how I could fill up the middle of the bill.

"What about —— and ——?" he said eagerly. "They always work together. Do you know that, although they live in the same house and people know this, they always attract a big crowd when they meet together?"

"All right," I said. "We'll consider them as a middle bout. Can you recommend another one for me?"

He mentioned two names—names so fierce-sounding that they would make you shudder.

"Good. And, supposing you put the four matches on for me, what would you charge for the whole programme?"

He worked it all out with pencil and paper. Then he explained: "It's difficult to say off-hand, but I should say from £40 to £50. I should say £50 would cover it, easily."

And, as if he noticed that I looked painfully surprised, he added:

"Mark you, I could fix up some special tricks.

Here goes the stool across the ring during a frenzied outburst—often a prearranged treat for the spectators

Advance publicity

"For instance, I could put —— in the ringside seats as if he was an ordinary spectator. Then we could arrange for —— to be hurled out of the ring and for the chappie in the seats to lose his temper with indignation.

"It would be better for him to pretend that he objected to the fouling of the man who had been chucked out of the ring. You see, they'll be close together, and you could have the spectator 'clocking' the wrestler one in the dial.

"Then the spectator would challenge the wrestler to wrestle him in, say, a fortnight's time—and that's all your advance publicity settled for the next programme."

He smiled at me like a father.

"It's wonderful how that sort of thing draws the crowd," he said, rubbing his hands as though trickling imaginary sovereigns through his fingers. "They'll fall for anything."

After that, I went into details with other agents.

In particular, I asked everywhere whether it would pay me to run Sunday night all-in wrestling.

I asked that because one of the most amazing things about this so-called sport is the extent to which it is staged all over the country on Sundays. Boxing often seems to be under a cloud even on week-days, and it is difficult to show even a high-class film on Sundays in many parts of the kingdom, even when profits go to charity.

Said one promoter: "A lot depends on the locality. Down in Manchester you can get away with it, but in Burnley the Corporation won't have it.

"At one place I came across a Chief Constable who didn't mind and a Watch Committee that objected, but the Chief Constable told me that what the Watch Committee said was what mattered."

Anyhow, in his view, Sunday all-in wrestling from the promoter's point of view was one of the quickest ways to riches.

"It is possible to pick up a gate of £120 on a Sunday night with a seating capacity of about 2,000—but you'd have a lot of difficulty doing it on a week-night, when there are so many other attractions."

Then he counselled me to display the words "Admission at your own risk" on all the posters advertising a contest.

"Makes the mugs think there's going to be some rough stuff," he said.

And he told me that I *must* display the Rules of All-in Wrestling on my programme. No, not that I was compelled to. But it gave an official sound to the whole business.

The rules

He showed me the "rules," generally quoted in this way:

The only Group A fouls are hitting the stomach below the belt, direct knuckle punching in face, kidney punch, breaking a limb deliberately, kicking (except to get free from holds), gouging, scratching, biting, butting in the face, strangling and striking an opponent who has been felled on the mat from a blow.

Group B fouls merely concern the clothing of the body, the use of hard boots, or having long finger-nails.

And that's all there are.

What controlling body is there behind these rules? I asked that question at once. It occurred to me that all-in wrestling, above all sports, would need a powerful disciplinary body to make rules and to see they are kept.

He didn't know that there was any compunction to keep the rules—anyhow, not the same way as in cricket, football or boxing.

"But surely the British Wrestling Board of Control——" I began, remembering its name. "Surely they keep the game straight."

At which my informant gave way to a fit of uncontrolled and, apparently, uncontrollable laughter.

I soon found out why. I propose to tell you

NEXT WEEK.

"The Greatest of These"

William

WILLIAM, aged twelve, has a brother who was born just twenty years ago during an air raid, shortly after his mother's house had been bombed. He now suffers from epileptic fits.

The father was gassed in the war, and has been under hospital treatment for a considerable time with a weak chest. He also suffers from bad heart attacks.

William's mother was earning 28s. a week until three months ago, when she had to give the job up because her husband was too ill to be left. She now earns on an average £1 a week doing odd jobs, which, with an allowance of 14s. a week for her eldest boy, is all that she has coming in, with the usual result that her weekly rent of 11s. 8d. has fallen behind.

"It is the worry of the rent that is so bad," she said. "Once that is paid you feel you can live safely inside, even if you have nothing to eat. If I have a cup of tea it is enough for me."

William's parents bear excellent characters and deserve all the help our kind-hearted readers can spare. Donations earmarked "William," or for the General Fund, should be addressed to the Hon. Secretary, JOHN BULL War Sufferers' Fund, 93, Long Acre, London, W.C.2. Lists of subscriptions are kept at the office, and a copy of the current week's will be sent on application.

But whatever meal you're having—remember Pat Yan! Its spicy flavour makes everything taste twice as good. And there's more to it than that. Pan Yan's specially made to give you just the right kind of 'digestive stimulation.' So you get the best out of every meal you eat. And you feel brighter too—because 'good temper starts in the stomach.'

You don't have to be very old to know that there's rice pudding *and* rice pudding. It can be pale and unpopular, or brown and creamy and please can I scrape the dish. Rice pudding made with Nestlé's Milk is so much richer, so much nicer, that to get a second helping, with skin, you have to be quick.

NESTLÉ'S MILK

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improves rice pudding beyond belief

A Novel Contest

1,500 Wonderful Prizes and a Free Gift for Every Boy and Girl

COMPETITIONS where everybody wins happen every day. So it will be a real piece of good news to children all country that such a one is to-day offered by Herds of custard fame. Every child will be awarded a "mystery" present as the entry is received. And the prizes—1,500 of them and worth well over £1,000—will be awarded before Christmas.

The competition even more exciting, for there are thrilling things like bicycles, boats, outfits, cameras, scooters, wireless sets" prizes; and the winners are to choose their own prizes.

All shops have supplies of the monster free entry form. Further particulars appear in Comics. Turn to it NOW!

HAVE YOU A *bad leg?*

Grasshopper is a positive cure for *all* leg troubles. If your leg has open wounds, or is swollen and puffy, there *is* poison under the skin which *must* come out before your leg can heal. Grasshopper never fails, it goes to the root of the trouble—draws out the poison—reduces inflammation and permanently heals. Get it to-day! 6d., 1/3 and 3/- from all chemists, including Boots, Taylors, Timothy Whites or from Grasshopper Ltd.

Suggested for **Bad Legs, Ulcers, Whitlows, Boils, Burns, Carbuncles, Insect Bites.**

GRASSHOPPER OINTMENT BRAND

Trial size 6d. **1/3D.** *and 3/-*

60 years' reputation

C. GRASSHOPPER LTD., 9 Bromells Rd., S.W.4

FREE—*the fifth in the series of six complete lessons in Home Cooking*

MRS. BRITTAIN,

Cookery Expert of "MOTHER," *says:*

". . These little books are a perfect goldmine of information"

Have you ever counted the number of puddings you make in a year? It may easily be more than a hundred. And most grown-ups and children are fond of puddings, so it's very important that they should be well cooked *and digestible*.

This is where the latest little Stork book helps the busy woman. It describes the best way to make light, crumbly steamed puddings which are easily digested; creamy milk puddings which the children will *want* to eat; delicious, featherweight batter puddings, and the kind of pancakes which almost *float* down when you toss them. It's so clearly written and illustrated that it makes every operation as easy to carry out as it sounds. It tells you what *not* to do as well, and why things go wrong—something which most cookery books forget to tell you!

You must send for your FREE copy now. Simply fill in the voucher and post it to The Stork Co. at the address given. And if you've not had the four previous books on Vegetable Cooking, Cake Making, Pastry Making, and Icings, send for these at the same time. Of course, they're quite free.

SEND THIS VOUCHER FOR YOUR FREE COPY OF "A LESSON IN MAKING PUDDINGS"

Please send me a copy of your free booklet "A Lesson in Making Puddings"—which gives Regulo Marks.

Fill in your name and address and send this voucher to THE STORK CO., DEPT. B.P. 10, UNILEVER HOUSE, LONDON, E.C.4, in an unsealed ½d-stamped envelope

Name.....

Address.....

.....

(PLEASE WRITE IN BLOCK LETTERS) .....

STORK MARGARINE

There's a gift coupon with every pound

JB 80-71-66

One Bob Martin's once a day

keeps him fit

the 'plus dog' way

On many a day this winter, the cold wet weather will rob your dog of his exercise. Often you can give him no more than a run to the corner and back. But he can still be fit if he has his daily Bob Martin's. By purifying his blood, Bob Martin's will protect your dog from the common winter blood disorders caused by restricted exercise and the richer, greasier foods that winter brings him. And when his blood is pure, he'll grow a thick coat that will keep him warm and dry in even the worst weather. Give your dog daily Bob Martin's from now on. Soon he will have the splendid health and spirits of a PLUS dog. He'll be a cheerful, lovable companion to the whole family.

If your dog is out of condition

If your dog is scratching, listless or suffering from any of the other common blood disorders, such as loose coat, eczema and swellings between the toes, he will need special treatment. Follow the directions given in the Bob Martin packet and in a short time he'll be enjoying glorious *plus* dog health.

How to keep 'plus dog' fitness

There are two methods widely used by leading Breeders and other thoughtful dog owners. The majority find it convenient to give one Bob Martin's regularly every day, but some prefer to give three Bob Martin's on Saturday and three again on Sunday. Either of these methods will give your dog a new and lasting fitness—*plus* dog fitness. In packets, 6d. & 1/-, from all chemists, dog shops, etc.

Sprinkle the powder in a little milk, or on his food, or drop it dry on to his tongue. Bob Martin's Condition Powders are quite tasteless.

BOB MARTIN'S CONDITION POWDERS

for better health, better coat, better spirits

FOR the first time in recorded history explorers have scaled the almost perpendicular slopes of "Shiva's Temple," the great isolated bluff of rock in the Colorado Canyon. Some 1,200 feet they had to climb, and when they got to the top of the plateau they found traces of animal life.

Now the explorers are turning their attention to "Wotan's Throne," an even more inaccessible peak in the canyon.

Two Frenchmen have returned to Paris, having made their way through the ravines of the Lissu country on the borders of Tibet and China. They were the first two Europeans to pass through this inhospitable land. All other expeditions have been massacred by the savage natives.

But these are only two examples of "lost worlds" that are being discovered every year. We do not know very much about the earth really. In fact, less than one-hundredth part of the land surface of the globe has been surveyed sufficiently for modern requirements.

Moreover, there still remain large tracts where the feet of men have never trodden and there are even places over which an aeroplane has not yet flown.

It sounds fantastic, but at the present moment there is a small Russian colony squatting at the North Pole. They have discovered a new and very strange world.

In spite of modern progress in science and invention, there are still corners of the earth quite unknown and unexplored. There is still opportunity for another Cook, another Humboldt, another Speke.

It comes by way of a shock to realise how little is known about the world we live in—that only one-hundredth part of its surface is properly laid bare to scientific knowledge.

Queer enough happenings in the parts we do know—this is a Tibetan ceremony—so what goes on in the lands as yet unfound?

The OTHER Lost Worlds

The world is vast—55,500,000 square miles of land altogether—and of this the Continent of Europe composes but one-fourteenth of the whole—3,750,000 square miles. The oceans are nearly three times as extensive as the land—141,000,000 square miles.

The coming of the aeroplane has made it possible to obtain an idea of outlying districts which might never otherwise have been seen by the human eye.

The Himalayas still might have kept their eternal secret had it not been for the flying machine. Aeroplanes have crossed Everest and Nanga Parbat and taken photographs. But both mountains have defied men to climb them.

Indeed, it is not long ago since an expedition of sixteen Germans was swept away in an avalanche on the last-named mountain.

The aeroplane has been practically everywhere. It has roared over every part of the habitable globe except the tractless wastes of the Matto Grosso in Southern Brazil—a little matter of 532,000 square miles; parts of the jungles of New Guinea, and parts of the deserts of Northern Australia.

It has crossed the Andes, the Sahara desert, the impassable forests of darkest Africa, and enabled the explorer to get an idea of prevailing conditions. But it has only been a fleeting glimpse, and only in parts of Kenya and Central Africa have any serious attempts been made at map-making from aerial observation.

Modern science and industry require to know not only about the earth's surface but what lies beneath it. That is where scientific surveying lags behind. And even in Europe, which one might expect to be thoroughly explored, there are certain ravines in Albania, parts of the Carpathian Mountains and waste lands of Lapland and the White Sea which are still unknown.

It will be many generations before mankind will know how much gold and silver are contained in the hilly districts of South America. Thousands of miles of jungle and swamp must be cleared before the hills can be scientifically examined.

No one knows how much gold still remains hidden under the snows of Klondyke or the sands of the Australian bush.

The Italians are hopeful that their expeditions into the interior of Abyssinia, never entered by white man, may reveal the lost Golconda. There are speculators who are confident that the unexplored interior of Mexico conceals mineral wealth of all kinds on a scale unknown in the rest of the earth.

Yes, indeed, we live on a largely unknown world. There are the two great ice continents of the Arctic and Antarctic. Antarctica is bigger than Europe.

Its boundaries are not yet defined. Two thousand miles of coastline remain to be explored. Yet those coasts abound in valuable seals and whales.

More is known about the Arctic region—but not much. The interior of Labrador, in the Dominion of Canada, is for all practical reasons a land unvisited. We do not know very much more about the North West Passage than we knew in the great pioneer days of the last century. Parts of Northern Siberia, in the region known as the Tundras, have never been traversed.

Africa used to be known as the Dark Continent because its jungles had never been penetrated, but to-day the title must be given to South America. The wealth of Africa has been explored on a large scale, and only a few tracts of the interior of the Congo and Nigeria remain unvisited.

But in South America what a different story! Apart from the Matto Grosso already referred to, there are the various regions of the headwaters of the Amazon, the land of multi-coloured vegetation, orchids, parakeets, macaws and fever. As fast as the jungle is cleared away it grows again, and it is possible the source of the Amazon will never be occupied by men.

The great part of south and south-west Mexico has never been surveyed. It may be just covering a sea of oil. The interior of British Honduras, in Central America, is an unexplored forest.

The great plains of Patagonia remain tenantless and trackless as they were in the beginning of time.

Parts of the south of South Island, New Zealand, are unknown. In Northern Australia, round the Gulf of Carpentaria, the land is so poorly served by the sun, although strangely near the tropics, it is not worth exploring.

The problem of exploring and developing the unknown resources of the earth will present a great problem to the generations immediately to come.

At the moment the estimated population of the world is 1,949,000,000. It is increasing rapidly. If it goes on increasing it will reach 6,000,000,000 in A.D. 2100. The figures of six thousands millions is put down as saturation-point.

If they are to live they will require all the land we know nothing about to-day.

Race with "Silver Ring"

Can Dytchley Do It?

DYTCHLEY or Signature were the first JOHN BULL selections for the Cesarewitch.

By winning the Newbury Cup, and thus incurring a penalty of 10 lb., Dytchley looks to be faced with an impossible task, but I hate to rule out the son of Blandford.

A big point in his favour is that at the finish of the Ebor (1¼ m.) and in the Newbury Cup (2 m. 1 fur.) he was running on.

I suggest that Dytchley and Signature still be bracketed for the time being.

Bullot should win the Autumn Cup at Alexandra Park this week-end. Other good wagers may be Stray Salmon and Atlanta.

"SILVER RING'S" CODE

The Code covers the racing from Thursday, October 7, to Wednesday, October 13.

Z	Q	C	93	B	94	M	R	98	T	F	O	A	P	U	X
L	H	J	I	95	E	D	W	N	96	G	S	K	V	Y	97

In place of the letters or figures advertised in the *Sporting Life* and *Daily Herald* read those above or below, as the case may be. Example:

KZMRUJQ would read ALDWYCH.

Where a double letter occurs in the name of a horse the figure 2 is substituted. PKZ293V would read VALLIP.

FOR STRENGTH

Drink Sandeman Port for strength. Drink Sandeman Port for Quality. Drink Sandeman Port because you'll like it and because you cannot get better value for money.

SANDEMAN PORT

PEOPLE ARE REALISING....

After all, it's a thing that concerns the whole family— and visitors as well!
Since we had all that trouble, we've followed the doctor's advice.
Silly to take risks when there's no need. It's just as easy to ask for IZAL as for ordinary toilet paper.

Every soft, smooth sheet of IZAL Toilet Paper is impregnated with IZAL Germicide. No other paper can offer you the same hygienic cleanliness. Ask for IZAL *always*.

IZAL *antiseptic*
TOILET PAPER

6D

In rolls—or packets fitting standard holders

NEWTON, CHAMBERS & CO. LTD., THORNCLIFFE, SHEFFIELD

I feel fine NOW!

FENNINGS' CERTAINLY DID WORK WONDERS — They assist the Lungs to throw off all irritating matter arising from Bronchitis, Influenza, Coughs, etc., and to regain health and vigour.

FENNINGS' LUNG HEALERS 1/3

70 YEARS REPUTATION
INSIST ON FENNINGS'

SOLD AT 6d., 1/3 AND 3/-

SEND FOR A FREE COPY OF FENNINGS' "EVERY MOTHER'S BOOK" to
ALFRED FENNINGS, COWES, ISLE OF WIGHT

FAMOUS USERS OF EVAN WILLIAMS SHAMPOO

Miss Shirley Houston

(THE YOUNGEST OF THREE FAMOUS SISTERS)

COULD any testimony be more eloquent to the value of EVAN WILLIAMS SHAMPOO than this lovely picture of Miss Shirley Houston's hair? Luxuriant, rich in tone, sparkling with vitality, and radiant with health..... surely a fitting frame for such liveliness and wit. Miss Houston says—"it is as perfect as it looks and does not cause me a moment's anxiety: EVAN WILLIAMS keeps it young."

Follow the lead of the Leading Ladies.... INSIST UPON

EVAN WILLIAMS

The Aristocrat of Shampoos

SMASH KIDNEY TROUBLES by Killing GERM ATTACK

In your kidneys are 9 million tiny tubes or filters, each no thicker than a hair of your head, all of which are liable to germ attack. When germs take possession, you must suffer from Kidney Disorders and kindred ailments. Get rid of these germs, and pain, discomfort and inconvenience ends. Read how science has at last found a way of killing kidney germs without injuring human tissue.

Science Conquers Kidney Germs.

Until quite recently medical science was baffled by the prevalence of Kidney Disorders. After considerable research and experiment, a discovery of vital and far-reaching importance was made. It was that the kidney tubes or filters—extremely delicate structures—became germ infested, probably through one of many causes such as neglected colds, bad teeth or tonsils etc., thus setting up excruciating pain, not merely in the kidneys, but in the urinary tract and other parts of the body far removed from the kidneys themselves.

Kidney Trouble Symptoms.

If you suffer from Burning, Itching Passages, have constantly to "Get Up Nights," have Leg Pains, Nerviness, Dizziness, frequent Headaches and Colds, Lumbago, Rheumatism Swollen Ankles, Dark Circles Under Eyes, Loss of Appetite and Energy, or Cystitis, Pyelitis, or Urethritis etc., be sure this is a sign that the germs are already attacking your kidney tubes. Take it in time or the trouble will surely get worse, and may leave you almost a semi-invalid.

Banish Kidney Germs and Suffering Ends.

You may say, as thousands have said before you, "I have tried everything—what more can I do." The answer to this is—you have not tried Cystex, the prescription of a famous Doctor which is approved by Doctors and Chemists in 73 countries, otherwise you would not now be suffering as you are today. Don't give up hope! Cystex will put you right as surely as it has the 5 million one-time sufferers from Kidney Troubles throughout the world who now bless the day they first heard of Cystex.

In 2 Hours You'll Feel Better.

Cystex acts surely and quickly. In 2 hours the powerful four-fold antiseptics start killing the germs in your kidneys. You will even then feel a little easier. In 24 hours you will feel very much better—the pain will have stopped entirely, or diminished a great deal: while in 3 days you will be up and about—stronger, more vigorous, happier, and feel, and look, years younger than you have for a long time. All this is guaranteed or we will not touch a penny of your money.

£1,000 Guarantee of Money Back if no benefit

So confident are we of the power of Cystex to do you good—to rid your system of those germs which are attacking your kidneys and are the direct and root cause of your Kidney Troubles—to make you wholly and completely fit and well—that we will refund every penny of your money should Cystex fail to put you right. Go to your Chemist today for a full 3-day or 24-day Treatment of Cystex. Take it as directed. If you find no benefit, return the empty packet to us, telling us plainly that Cystex has failed in your case, and we will refund your money without question or quibble. Could anything be fairer? Could anything be more honest? We cannot do more than offer Cystex to you, a Kidney sufferer, on such generous "No Benefit—No Pay" terms. Act now! Your Chemist sells Cystex. The guarantee protects you.

YOU HAVE BEEN WARNED BY RADIO

Professor Sitten, on November 15th, 1936, from the B.B.C. broadcast a warning. The warning was to the effect that while there are many really good and suitable Colleges teaching by correspondence, there are many others whose aim is to leave by name only. He said some so-called colleges rented a couple of rooms in a large building in a well-known street. Some made great promises which they did not intend to fulfil. Some obtained successes they could not prove. In some cases the names of prominent men were quoted who were in no way connected with the working of the College.

NOW BE ADVISED BY ME

The last name of a College is no proof of its national standing. The Bennett College has been established over 30 years and our entire building is devoted to Bennett College work. No other business of any kind is either on or attached to the Bennett College. We have resident accommodation for over 10,000. We have a permanent staff of over 100 people on the College premises. Our Professional Staff have all passed their examinations, and our tutors are all experts in their own specialised work. We do not send out any homework to be corrected by tired, spare time tutors. All students' homework is corrected on the College premises the same day that it arrives, and is returned by evening post. This College is Technical, Scientific, General and Commercial, thus enabling us to cater for all requirements; this is important to Cost and Works Accountants, and all who have to deal with rate-fixing, machining-allowances, and it is also of great importance to many of the Civil Service Examinations. This is an entirely British College. Most of our textbooks are written on the College premises by our professional staff, especially for tutorial purposes. Our tutors specialise in teaching students for the examinations they themselves have already passed.

THERE IS NO OTHER COLLEGE IN THIS KINGDOM THAT CAN CLAIM ALL THE ABOVE ADVANTAGES

It is not necessary for students to attend the College; we can send exactly the same tuition to you by post for a reasonable fee payable monthly. Anyone who reads the journals knows that there are many things advertised that one can study, and any kind of study is good. It is training for the brain; but the best thing to study, surely, is a course specially prepared to teach your own vocation, or prepare you for the examination which you have in view. Knowing that you are master of your job gives you self-confidence and personality, but a Diploma from a College is absolute proof of your efficiency. We have agencies in all English-speaking corners of the world. The nature of our business makes us keep in touch with employment requirements in all parts of the world, therefore we specialise in preparing students for the good positions which we know exist, and for all worth-while examinations.

We are prepared to produce on demand over 10,000 unsolicited testimonials from successful students, or in default we will hand over £100 to charity.

THE ABOVE VAST ORGANISATION CAN HAVE BEEN CREATED ONLY BY THE SUCCESS OF OUR STUDENTS

If it is your desire to make progress and establish yourself in a good career, write to us for free particulars on any subject which interests you, or if your career is not decided, write and tell us of your likes and dislikes, and we will give you practical advice as to the possibilities of a vocation and how to proceed in it. You will be under no obligation whatever. It is our pleasure to help. We never take students for courses unless we feel satisfied they are suitable.

LET ME BE YOUR FATHER

Let me tell you how to make a success of your career.

If your future is undecided or appears unsatisfactory, let us talk it over together. I want to help, and it will cost you nothing to get my help, you will be under no obligation whatever.

DO ANY OF THESE SUBJECTS INTEREST YOU?

Accountancy Exams.
Advertising and Sales Management
A.M.I. Fire E. Exams.
Applied Mechanics
Army Certificates
Auctioneers and Estate Agents
Aviation Engineering
Banking
Boilers
Book-keeping, Accountancy and Modern Business Methods
B.Sc. (Econ.)
B.Sc. (Estate Management)
Building, Architecture and Clerk of Works
Cambridge Senior School Certificate
Civil Engineering
Civil Service
All Commercial Subjects
Commercial Art
Concrete and Structural Engineering
Draughtsmanship, all branches
Engineering, all branches, subjects and examinations
General Education
G.P.O. Eng. Dept.
Heating and Ventilating
Industrial Chemistry
Insurance
Matriculation
Metallurgy
Mining, all subjects
Mining, Electrical Engineering
Motor Engineering
Motor Trade
Municipal and County Engineers
Naval Architecture
Pattern Making
Police, Special Course
Preceptors, College of
Pumps and Pumping Machinery
Radio Service Engineering
Radio Communication
Road Making and Maintenance
Salesmanship, I.S.M.A.
Shorthand
Secretarial Exams.
Sheet Metal Work
Ship-building
Shorthand (Pitman's)
Structural Engineering
Surveying
Teachers of Handicrafts
Telephony and Telegraphy
Transport Inst. Exams.
Weights and Measures Inspector
Welding
Wireless Telegraphy and Telephony
Works Managers

If you do not see your own requirements above, write to us on any subject. Full particulars free.

Dept. 31, THE BENNETT COLLEGE, SHEFFIELD

★ *Conrad Phillips is visiting registered readers in their homes and retelling their big thrill. £5 5s. is paid for each story published. This week's story is from Registered Reader No. 56103, Mr. J. A. Avery, Ordnance Stores, Bu.scough, nr. Ormskirk, Lancs.*

Danger on the Line

I saw the shadow against a blind. Gripping my rifle I crept round to the door

IT was a bleak February afternoon that I was sent for and told to take a consignment of stores to Peking. My orders were to marshal a gang of coolies, and load the mule wagons; then proceed to Tientsin station and board the train. This was in 1913.

At the time I was serving in the Royal Ordnance Corp and had been in North China since 1910. The object of sending an armed escort with stores was to prevent looting, which was very prevalent in those days.

Escort duty was invariably exciting. Something or other happened *en route*, and quite often the duty entailed risk of personal danger. But it was all in a day's work, and for the most part we managed to have a fairly good time.

I was up at 4 a.m., rousing the sleepy-eyed coolies, and checking the stores. When the wagons were loaded, I went to draw my ammunition.

The distance to the station from the barracks was three miles. It was not unusual to encounter trouble on the way, but on this occasion the journey was uneventful.

The stores were loaded in good time, and the train left the station at 6 a.m. Fortunately, I had only one other companion in my car—a Chinese who was in charge of a consignment of crabs.

What with the snail-like pace of the train and the crabs crawling around my feet, the journey was far from being pleasant.

Four o'clock in the afternoon found us at a place called Fengtai, the junction before Peking, and the last place guarded by British troops. It was beyond this point that trouble usually began.

I had a feeling when we left Fengtai that something exciting would happen, and it did. The station before Peking was the setting. As soon as we entered the place my ears were filled with the sound of rifle fire. Hearing this, I grabbed my rifle in preparation for any emergency. The Chinaman with me was scared out of his wits, and looked up at me like a child in danger might look up at his father.

★ Before us on the other side of the track we saw countless Chinese soldiers firing indiscriminately at the train. And now I made a discovery that shocked me. When I looked for my ammunition I found that I had left it behind at Tientsin.

This put me in a dilemma. For a moment I did not know what to do for the best. With bullets whizzing over my head I felt far from safe, but as the Chinese were firing their rifles from their hips there seemed little likelihood of their hitting the train, never mind us travellers. All I could do was to fix my bayonet and hope for the best.

Taking cover behind a hefty box, I watched the battle. It was while I did this that my Chinese companion, fearing no doubt that he was unsafe on the train, climbed down and ran away. We were at a standstill now, and everybody who had come with the train was following my companion's example. Personally, I did not know what to do except stick to my post.

The firing continued for two hours, then for some mysterious reason it ceased. Puzzled by this, I watched the Chinese soldiers running away. I looked round to see whether they were being pursued, but could see nobody. In a few minutes the place was deserted.

At length I decided to see what was happening, so, descending to the line with my rifle, I crept along towards the station, ever on the alert for a sudden attack.

Reaching the booking-office, I saw the shadow of a soldier against a blind. Gripping my rifle, I crept round to the door. Just before reaching this I peered through the window, and there before me saw the man rifling the till. Apparently hearing me, he looked up and frowned suspiciously; then he grabbed his rifle. I stood up and then went into the office. The Chinaman, however, was quicker than I, for he had his rifle aimed at me before I could cover him.

In a flash I realised my position. Was this my last day on earth? The expression in the man's eyes told me that he meant business. As scared as I was, I knew it would be fatal to show it.

Clenching my teeth and trying to look as murderous as possible, I bawled at him to put down his gun. As I did so I observed that he was more scared than I was. So I advanced towards him—whispering a few prayers under my breath. The risk I was running was, I figured, the only way open to me. Had I showed fright, there is little doubt that I would have been shot. He backed nervously to the other door, opened it behind him, and then disappeared. Left alone, naturally I breathed relief.

When he had disappeared I made my way back to the train, and hiding under the engine found the driver. At first he screamed out for mercy, but, seeing I was a British soldier, he came out.

I was just suggesting that we take the train back to Fengtai when the Chinese soldiers reappeared on the scene. Pushing the driver into the engine, I commanded him to start the train. No sooner had he done so than the Chinese soldiers opened fire. Bullets whizzed all round us and it was in a state of panic that the driver set the train in motion.

★ Having done this he lay flat on the floor, leaving the train to proceed on its own. Personally, I did not know what obstruction might be on the line farther up, and, as I did not speak many words of Chinese, I was unable to find out whether the driver did.

As the train gathered speed I felt more and more apprehensive, expecting any moment that we should crash.

When we had gone a few miles I ordered the driver to stop the train, and then came the problem of what to do next. We were now in the open country, miles from anywhere.

There was nothing to do but to sit there and wait for a relief engine. I felt pretty confident that as soon as the authorities in Peking learned of the hold-up they would send assistance. But as this didn't come there was only one alternative left—that was to return to Fengtai.

After an exciting journey we finally got back, little the worse for our experience.

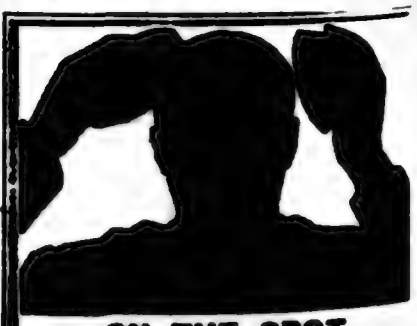
I reported to the guard what had happened, and he told me to join the rest of the troops in a godown (a Chinese name for a large shed).

That night Chinese soldiers invaded the station and opened fire. This went on all through the night. The following day all trains through to Peking were suspended. For five days we were compelled to remain in the godown. Meanwhile, we watched the Chinese troops fighting amongst themselves and looting everything they could lay their hands on.

★ On the sixth day a battalion of British troops came up from Tientsin and the Chinese commander was told to leave the station at once.

Having twenty thousand men and guns, he apparently thought that he could overwhelm us, for we were fewer than a thousand strong. He was given one hour in which to make up his mind.

About ten minutes later we saw the Chinese officers rounding up their men, and long before the hour's ultimatum was up the Chinese had cleared off once again proving that British pluck or bluff can always win against heathen ignorance.



ON THE SPOT

That's where BRYLCREEM puts Baldness, Scalp and Dandruff. Yes, Sir! BRYLCREEM is the perfect Hair Dressing. There are no oils to nourish and stimulate the hair ingredients to cleanse the scalp and [illegible] unsightly hair troubles. And BRYLCREEM keeps the hair in position without clogging the root cells. Don't ask for trouble—ask for BRYLCREEM.

From Chemists and Hairdressers in standard bottles, tubes or new wide-neck bottles, 1/-, 1/6

"I HAVE A SISTER! WHAT I WANT IS A WIFE!"
SO YOU'LL BE A SISTER TO ME! ALL RIGHT-GIVE ME THE 'SISTERLY' TRUTH ..WHAT'S WRONG WITH ME?
JUST ONE THING! OH I HATE TO HURT YOU DICK..BUT FOR MY SAKE WILL YOU ASK MY DENTIST WHAT CAUSES BAD BREATH?
9-15 NEXT MORNING
BE HONEST! HAZEL SAID YOU'D TELL ME
MOST BAD BREATH COMES FROM DECAYING FOOD BETWEEN BADLY CLEANED TEETH I ADVISE COLGATE DENTAL CREAM. IT'S SPECIAL PENETRATING FOAM REMOVES THESE ODOUR-BREEDING PARTICLES.
THIS COLGATE'S IS GREAT STUFF! I NEVER KNEW MY MOUTH COULD FEEL SO FRESH AND CLEAN!
10 DAYS LATER—ENGAGED!
AND LETS HAVE OUR NAMES ENGRAVED INSIDE THE RING DICK!
RATHER!

MOST BAD BREATH BEGINS WITH THE TEETH

Tests prove that 76% of all people over the age of 17 have bad breath! And the same tests prove that most bad breath comes from improperly cleaned teeth. Colgate Dental Cream, because of its special penetrating foam, removes the cause—the decaying food deposits lodged between the teeth, along the gums, and all around the tongue.
And at the same time, Colgate's soft, safe polishing agent cleans and brightens the enamel gently yet thoroughly. The regular use of Colgate's makes the teeth sparkle—gives a new brilliance to your smile!

TWO SIZES 6d. and 1/-

When you wake with "MORNING MOUTH" there's something wrong!

A foul-tasting mouth when you wake in the morning means that your system contains poisonous food waste matter which has no right to be there! "Morning mouth"—along with bad breath and coated tongue—are sure signs of stomach disorder or constipation. You are being poisoned, causing bad skin, headaches, loss of vitality, flatulence, depression, rheumatism. Let Feen-a-mint cleanse your system. Let Feen-a-mint give you a clear complexion, bright eyes and "sweet" breath. Feen-a-mint works the way Nature intended—safely and thoroughly because it mixes with the saliva and is carried *naturally* through the whole digestive system. Its fresh mint flavour makes it a family favourite. Get a packet from your chemist to-day—or send your name and address on a postcard for a free sample—White's Laboratories, Ltd. (Dept. A.1.), 15, Thames House, Westminster, S.W.1.

How to Fix False Teeth

Loose and slipping plates can be made to hold with complete firmness and comfort—all day long—by lightly sprinkling the plates with Dr. Wernet's Powder. It renders the suction perfect so that teeth will not slip or click when you are talking and eating. An unfailing safeguard against embarrassment. Forms a comfort-cushion which relieves pressure and prevents sore gums. Makes teeth feel natural so that you can talk naturally and chew perfectly. Quite harmless and cannot upset the stomach. A scientific triumph. Try it to-day. Of Chemists everywhere.

A Free Cookery Booklet of interest to every housewife

"CASSEROLE COOKING"

No kitchen should be without this invaluable little booklet offered free to "John Bull" readers by the makers of "NEW WORLD" GAS COOKERS. "Casserole Cooking" gives you many helpful suggestions about meals which cook themselves, together with "Regulo" settings and cooking times. All you need do to secure your copy is to fill in the Coupon on p. 27, or write, mentioning "John Bull," to Radiation Ltd. (Dept. S.24/7), 164, Queen Victoria Street, London, E.C.4.

ALL 'NERVES'! CRANKY! IRRITABLE!

Don't ignore these signs of a

BADLY RUN-DOWN CONDITION!

DOCTORS say that jagged nerves are a sign of a badly run-down condition and "underfed" blood. When your blood is "underfed," it is unable to pass on nourishment to your nerves. Vitality goes; nerves fall to pieces; the heart, lungs, digestion — *everything* loses tone. But you can get all your vitality and cheerfulness back *in a few days*.

Hall's Wine pours new strength into your thin, feeble blood, and rejuvenates your whole being. Hall's Wine actually starts to do you good in body and mind *within thirty seconds after taking*.

Start taking a wineglassful two or three times a day. You'll soon be your old, happy self again. Unlike superficial tonics, Hall's Wine gives you *permanent* strength. Just you try it.

* * *

From Wine Merchants, Licensed Grocers and Chemists. Large bottle 5/6, smaller size 3/3. Stephen Smith & Co. Ltd., Bow, London, E.3.

For quick, lasting recovery from

DEPRESSION, ANÆMIA, LACK OF VITALITY, NERVOUS DEBILITY, TIREDNESS, INFLUENZA, BRONCHITIS

IT'S YOUR BLOOD THAT FEEDS YOUR BODY

THE most important function of your blood-stream is to carry nourishment to the muscles and nerve tissues in your body. When you feel "over-tired" at the least extra effort, it is a sign that your blood is feeble and underfed. You need a tonic that will revitalize your system. Hall's Wine is the answer. Start a course today.

"What fun to feel myself again!" When you *feel* well, it changes your whole outlook on life. No more "nerves," no more irritability. Get rid of your tired days. Let Hall's Wine help you to regain your gay, youthful moods — be your normal, happy self again.

HALL'S WINE

The tonic that does you good in 30 seconds

"John Bull" Guarantee.

EVERY article advertised in "John Bull" carries with it a "money-back" guarantee:—

All foods, food products, toilet preparations, medicines and drugs, and other articles capable of a laboratory test which have been approved by our experts are marked—In the case of medicines and drugs we guarantee that if they are taken or applied according to the directions they will have no injurious effects.

Naturally this guarantee applies only to manufactured articles, but every care is taken to satisfy ourselves as to the bona-fides of all advertisements in "John Bull." Any complaint must reach us within one month from the appearance of the advertisement in "John Bull," and in the case of dispute the decision of our Managing Director shall be final.

ODHAMS PRESS LIMITED, Proprietors of "John Bull."

It is "open house" to her friends now that the home is polished with 'Mansion.'

She has reached the age when she desires to bring friends and girl-mates home and introduce them to Mother and Dad. Every mother understands the extra pleasure it gives to be able to entertain friends with the assurance that, at all times, the home looks spick and span.

There is no reason for qualms about the appearance of the home polished with 'Mansion.' Floors and furniture reflect with such a pleasing brilliance and every room in the house has that refreshingly clean, healthy atmosphere that denotes the well kept home.

TINS 3d., 6d. and larger sizes.

MANSION WAX POLISH

For Floors, Furniture and Linoleum.

M.P.1K.J.F.

TRUST YOUR DENTIST

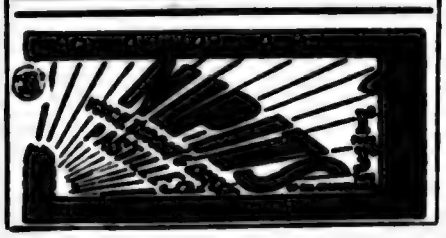
KOLYNOS is known throughout the World as a tooth paste that cleans and whitens teeth without harmful bleaching action or unnecessary abrasion. For attractive, white teeth cultivate the twice-a-day KOLYNOS habit. Results will surprise you. Get a tube to-day.

1/9, 1/- and 6d. Of all Chemists and Stores.

—HE SAYS

KOLYNOS

DENTAL CREAM



Salvation Army's BIG Secret

IT was revealed in JOHN BULL recently that an attempt had been made to create disruption in the ranks of the great Salvation Army.

An advertisement had appeared in a London newspaper inviting officers to get into touch with a box number with a view to starting a protective association.

The would-be Hampden shrouded himself in anonymity, but his intentions were obvious. Knowing that under the terms of their pledges with the Salvation Army its officers draw no salaries and live on allowances which are often barely sufficient for their needs, a fact which we ourselves were tempted to deplore, he raised his flag of revolt and waited for his following.

The revolt that has ensued has proved not of the kind he expected.

The letters he has received in answer to his advertisement were apparently so few and so hostile that not one of them has been replied to.

★ THE only result, in fact, has been to surprise General Evangeline Booth herself at the vehemence with which her officers maintain not only that they should not be paid on professional standards, but that the Army should expect from them a little more of the spirit of the pioneers who moved without fear in the hell-holes of our biggest cities, often when their stomachs were crying out for food.

Young officers in particular have assured the General that they would like to see more of the sacrificial devotion of the drum-and-cymbal days, even if it could only be achieved at the cost of organisation.

Now it happens that nobody in the movement has more of the old-time blood and fire spirit than General Booth.

With this assurance ringing in her ears, she has sailed for America for a tour of the United States and Canada with the knowledge that the only revolt that will take place while she is away is one that the whole Army will welcome.

You have to learn to understand the spirit of those Salvation Army officers to realise why they prefer more sacrifice to more money.

There is no more moving or inspiring spectacle in the world than to see the newly-commissioned officers ranged up in the Albert Hall every year to hear what God intends they shall do with their lives.

★ ON what is hidden in sealed envelopes piled high on a table depends whether they are going to Shanghai or Sheffield, Persia or Pontefract, Lahore or Leeds.

When the crowded hall hears the instructions read they are hearing them themselves for the first time.

Young lads and lasses they are. Yet the more torrid and leprous and heart-breakingly lonely the place to which they are sent, the brighter the light that illumines their faces, the more joyful their Hallelujahs!

Inspiring, too, to hear the old hands, men who still bear the scars of beatings-up they received when to wear the uniform was to walk in fear of mob assault.

They tell stories of these old-time sufferings laughingly, because forgiveness counts so high in their creed. They teem with the great human stories that come so often into a Salvation Army officer's life.

Listen to this one of a young officer, a slip of a girl, who was told to go to a certain slum house. All they could tell her was that there was something strange there; some work to be done for God.

Bravely she entered a shambles of bricks and mortar.

There was a girl huddled on a chair, which was one of the only two pieces of furniture to be found. There was no fire, and the morning was bitterly cold. The girl in the chair was shivering in a few scant rags.

Silently the young officer found coal, borrowed a kettle, made tea. "You have made me happy," said the child in the chair. "You have made my hands and face warm. I can go on now for another ten years."

"What do you mean?" asked the officer, the terrible fact that that starved girl could not cross the threshold slowly dawning on her. "Where have you been for ten years?"

"*In this chair*," came the awful reply.

There was the pinched and hungry child of eight who earned the attention of a Salvation Army officer by fainting.

"You must go home," she was told. "You are sick."

"No, I'm not sick, ma'am, only hungry," she replied. "Mother's got five of us and can only feed two of us a day, and this isn't my day."

★ SUCH things as this make these Salvation Army officers say: We haven't got jobs, as jobs are understood in the ordinary sense, and which are regulated by hours, conditions, and so on. We have got duties—duties which you don't expect to be paid for in cash.

It is one of the old pioneer officers speaking now, one who won his way through to one of the highest ranks. . . .

"I was eighteen when I received the criticised 'Candidates for Officership' form," he said. This is the form that stipulates no wages, only an allowance. "It seemed worded to keep me out of officership, and that made me all the keener.

"The Army didn't want people who hadn't heard 'the call.' Any thought of a job or an assured income had no place in the ranks of us officers. We were not hirelings. It must be sacrifice, devotion to God and man which would be paid for in spiritual happiness.

"To me it meant changing my home of culture and comfort in Highgate for a humble lodging in Edmonton at a time—1883—when that place was given over to brickmaking.

"Henceforward, saving the 'brickies' was my principal recreation, varied by helping at meetings among the Italian ice-cream vendors and organ-grinders of Saffron Hill.

"It was all in the game that the young Italian riff-raff of those days should knock us young Englishmen and Englishwomen about in the heart of London.

"I went to headquarters when our staff numbered scores. I was to join the staff. Mr. Bramwell Booth asked me what would be the least amount of money that would keep me independent of my family. I told him a guinea a week, and that is what I got.

"The time came for me to go out into the field. Sometimes five shillings a week with meals in the poor homes of some of our folks, was all the Corps could do for me. Sometimes my divisional officer would send me another five shillings or so.

"I was usually alone. There was no money for an assistant. I had occasional depression in my loneliness.

"For thirty-six years I went on. Few of us who didn't find the work of doing good to others interesting. Most of us found it absorbing.

★ "IF salaries and pensions are not guaranteed as critics may point out, they both come along all right, and have for years.

"We rarely hear of the Army letting any of us down. Some of us are 'softies' and deserve a bump, and get it.

"There are 26,204 of us, and not one of us can be made to revolt. What, then, can there be for us to revolt about?

"Some of us joined in rough times, some in smooth. There are old-timers and newcomers. Perhaps we are inclined to take our colour from what the Army was when we entered. It is the only difference between us.

"One and all we remember the things our founder said which have a habit of lingering in the memory, such as 'When you want to know what your neighbour is doing you don't look down his chimney, you go to his front door to enquire.'

"The duties he laid down for us we do, and it never has been, never will be, a question of guaranteed salaries.

That's the spirit that goes through the Army. It sandbags the Army against any possible mutiny, as one man who tried to start a revolt has quickly discovered. It is the secret of the Army's strength and unity.

Nobody in the movement has more of the old-time blood-and-fire spirit than General Booth

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By Philip Inman

A woman who, unasked, tries to advise a husband on his relations with his wife is asking for trouble

Harmful FRIENDS

AN ancient philosopher once made this confession: "I would rather have an open enemy than a well-meaning friend." After reading some of the letters sent to me I think he may be right.

The person who means well—unconsciously it may be, but none the less surely—can create a great deal of havoc. Listen to this letter:

Some friends of mine have been married for twenty-five years. For most of that time the husband was at sea, but recently he retired on pension. I always regarded them as the happiest of couples, but since the man is now permanently at home his wife does nothing but continually nag him, and it is quite obviously wearing him down.

I felt sure at heart that she was really fond of him, but as he was always at home she took him a little too much for granted. I said to him one day: "Why don't you pay a little less attention to your wife and more to someone else? Make her a little jealous and it will teach her a lesson."

Shortly afterwards he met at my house a very nice woman friend of mine. He took her home in his car, and I know that he has seen a good deal of her since. They have both very much in common, for they have travelled extensively and are well educated.

But the tragedy is that they have fallen in love with each other.

The wife knows nothing of it, so the scheme has not worked in the way I had visualised. For myself I feel as if I have blundered badly in somebody else's business, and I am now terribly worried over the whole affair.

•

NO wonder this woman is worried, for the dangerous experiment she advocated has led to a very awkward situation. Frankly, it is impossible to see what the end of it will be. But as my correspondent is partially responsible she cannot leave things where they are at present.

As she has already talked to that husband, let her do so again.

She can explain that she did not wish her previous words to be taken too literally. She can point out the harm that will result if that illicit association develops too far. She can describe the ruination of his home life, the pain and anguish he will cause his wife, the loss of his good name and reputation. And she can appeal to him to place honour before personal consideration.

If that should fail she might use the same arguments with that other woman—who fortunately is also a friend of hers. The trouble might end of its own accord if only she could be induced to leave the neighbourhood for a time.

Of one thing I am certain. My correspondent will never again need to be reminded that there is wisdom in the old advice: "Mind your own business."

I should not have received my next letter were it not for the work of another "well meaning" individual. It comes from a girl of twenty-three, who tells me that she has no parents and is therefore appealing to me for advice. The letter goes on:—

My fiancé and I love each other very much, and we are saving up for the happy day. But a friend of mine has disheartened me and has made me feel upset and uncertain. She tells me that we would be very foolish to think of marrying as my young man is only earning £2 10s. a week.

I may say that his job is a regular one, and I would, of course, stay at work for some time until we were comfortably settled. We are both quite willing to take the risk, and we are satisfied with very few pleasures and quite content with the simple things of life.

This girl is at that time in her life which should be one of great happiness. She is engaged to be married, is very much in love, and is looking forward to a home of her own.

It seems a pity that this so-called friend should come along with an opinion which has upset and spoilt those happy dreams. Let me, however, try to bring the position back to where it ought to be.

This girl is silent on one important point. Can they find reasonable accommodation either in the form of rooms or a flat or a small house? I hope the answer is yes. I quite agree that the amount that young man earns is not large enough, but I know people to-day who manage on a similar sum and who are very happy in spite of the fact that they have no money to throw away.

There are two other points of a helpful character. This young couple, I am told, are saving up for their marriage, and my correspondent is willing to remain at work for the time being. Both these add, of course, to their resources.

This girl has no parents. She and her young man have apparently no extravagant ideas; they are both sure that their marriage will be a happy one. I see no reason at all why they should not go ahead with their plans, and I wish them every possible joy in their future together.

I HAVE dealt with two people, both of whom undoubtedly meant well. I don't know where to place the mother mentioned in my next letter. A young man writes:

I am twenty-four years old and I have been keeping company with a young lady for four years and until quite recently I was looked upon as one of her family.

Unfortunately, a few months ago she found herself in trouble, and at her request, I told her mother what had happened. I also said that I wished to do the right thing and marry her daughter. She said that under no circumstances would she agree to our marriage, and as the girl is only nineteen, I was reminded that I could not marry her without her consent.

Since that time she has turned against me, and will not allow me either to write to her daughter or to call and see her. The baby is now a month old, but the mother still keeps up her objection to me. I am at a loss to understand what her reason can be as I am in a good job and I can honestly say that I haven't a stain on my character.

I love this girl very much, and she loves me, and I know we should be happy if only we could get married. Now we are meeting secretly, unbeknown to her mother, but, of course, it is impossible for us to go on like this, and I should be grateful if you could tell me what is the best thing to do.

That mother's conduct seems a little hard to understand. She obviously feels that she is acting in the best interests of her girl.

But is she? She can't have much objection to the young man because for four years she allowed him the run of her house, and treated him as one of her family.

It may be that she feels that he betrayed her trust. And that, I know, can be a very painful experience. But she should put aside her own prejudices and consider what is the best for everyone concerned.

THIS young man tells me that he is in a good job and that he can therefore, provide a home for this girl and for their baby. He also tells me that he is very much in love with the girl and that the affection is returned by her. As my correspondent has failed to persuade that mother to consent to the marriage I wonder if he can induce someone else to intercede on his behalf. Would his local clergyman plead his cause for him?

Or is there not some relation or friend who could do so? Very often a third person can bring about the desired result. And I hope it may be so in this case. A peaceful settlement is desirable on all sides. If, however, that woman remains adamant, there seems only one course to adopt.

An application should be made to the court for consent to marry. The mother would have to give some very good reasons for her objections. If this step has to be taken, I suggest to my correspondent that he should see the court missionary, who will supply him with the necessary information.

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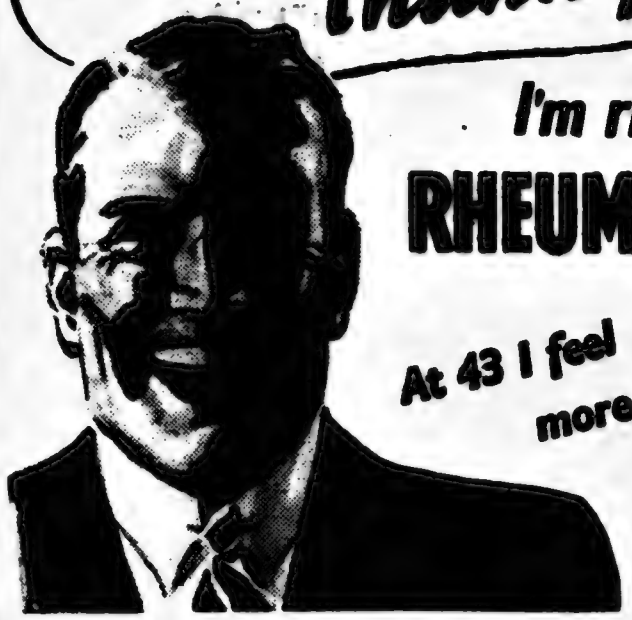
Very fit—thank you!



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BIG BREAK *for* Billiards

JOINT favourites for the winter nights—billiards and its stable-companion snooker—are in the field again.

No longer the Cinderella of the sports pages, another billiards season has begun with the game riding on a boom of popularity comparable only with what was happening in the early nineteen-hundreds.

Already the first-class tournaments are well under way, and the amateur championship will probably start the first week in December.

The increasing enthusiasm for the green-cloth game has been little short of sensational.

Few of the pioneers of thirty years ago could have imagined the day would come when plans would be afoot to provide for the issue to every amateur player in the country of a handicap figure to be the basis of his handicap in any game or competition in which he plays. Yet such a scheme is now being considered by the Billiards Association and Central Council, and provides additional proof of the widespread interest in the game.

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Why shouldn't billiards have a big share of the sports news? According to the facts and figures we give further on, about 3,000,000 people *play* this game and its variants every week. Which is pretty nearly as many as stand and *watch* the various outdoor games.

Once this sedate game was considered dissipated and "fast." There was a Victorian saying that to be a good billiards player was a sign of a misspent youth.

Nobody knows exactly where and when it first started. Scholars write insulting letters to one another on the subject, chewing over this and that date or country.

Billiards as we know it to-day, however, began during the first decade of last century, at the Piazza, Covent Garden, London (a few yards away from JOHN BULL's offices).

Here the first public hall was opened by a Mr. Abraham Carter; and here a John Carr, of Bath, inventor of the "side stroke," began to play exhibition matches. This hall, too, saw the first tables much as they are to-day. Slate beds came in 1825 and rubber cushions in 1827.

The first big professional championship match, forerunner of the innumerable present-day championships—professional, amateur, Empire, boys', girls', women's, team, and vocational championships like banks, police, shop assistants, business houses, and all the rest of them—was fought out in 1870 at St. James's Hall, Piccadilly.

Only one man now alive saw that match. And he is Lord Lonsdale, who is still president of the Billiards Association.

It was between John Roberts, Sen., who had been the undisputed Napoleon of billiards for a generation, and a twenty-year-old ex-choirboy named Willie Cook. King Edward VII, as Prince of Wales, was present, and all the hard-riding, hard-drinking, hard-swearing Corinthians, in their top hats and long coats.

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There was none of the present-day cathedral atmosphere about that game. Oaths, and £100 bets and bottles, flew through the air during the whole course of the match, *which lasted till two in the morning.*

That match really started the game as an industry. The championship element, with all its personality pushing, stimulated public interest and put the game on the map.

Developments followed, like snooker, supposed to have been invented in India forty years ago by a certain Captain Snooker (to this day the *Times* newspaper always refers to it as "Snooker's Pool"), and public halls such as the Temperance Billiards Saloons sprang up like mushrooms all over the country.

The boom in billiards is real. Apart from the hugely increasing number of amateur enthusiasts, match promoters are anticipating a return to the "golden age" of a generation ago

The position to-day is that there are about 2,000 public rooms in the country, using a total of 20,000 tables.

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The interest in the game has grown to such an extent that, taking clubs and private houses, there are now 150,000 full-size tables in daily use, representing, at a conservative estimate, £3,500,000 in value.

Capital invested in those 2,000 public billiards halls and in the many manufacturers of equipment runs into many millions.

According to the last census figures, about 40,000 people are directly employed all the year round in making equipment and in the promotion of the game. That compares very favourably with any of the more spectacular sports.

But it takes no account of the indirect employment—the people who supply the raw material which goes into a billiards table, the crystallate balls, the English ash cues, the woollen green cloth from Bradford, the Empire hard woods for the tables.

And the quality of that material and the workmanship ensures a virtual monopoly for British tables. They are exported all over the world.

After languishing in the doldrums since the war, the game started to shoot ahead about five years ago. Some people say that the depression meant prosperity to the billiards trade, because more people stayed indoors.

Actually, the number of public halls has gone up by 30 per cent. in the last five years, and the number of tables sold by over 100 per cent. Snooker is played more often than straight billiards.

For every twenty tables in a public hall, eighteen are given over to snooker. A typically modern development this, say the experts. Snooker is more exciting than billiards. You can get a laugh out of it, whether playing or watching.

Half the fascination of billiards, perhaps, lies in its difficulties. To be a great billiards player involves as much endless, back-breaking practice as to be a great virtuoso on the piano or violin. Which is why, at billiards—different from all other games—the best amateur is seldom as good as a second-class professional.

Your first-class pro at billiards earns far more than the greatest cricketers or footballers: but, perhaps because of the unremitting practice he puts in, he earns it.

A player like Walter Lindrum, for instance, has made £2,000 in a year from gate-money. Billiards pros are paid as a rule on two-thirds of the gate-money. This sum is divided 60-40 between winner and loser.

But even these earnings do not touch the receipts of a generation or so ago. The great John Roberts, Jun. (son of the Roberts mentioned earlier), who was a consummate showman and a "name" as well as one of the greatest players of all time, used to make £10,000 in a season. Once he made £2,000 in a fortnight's play.

But then Roberts made his opponents' "cut" what he pleased, because they were minnows compared to him. And he charged the public a guinea a seat to see him play.

That was the golden age of billiards from the point of view of public performance; but to-day, in spite of dirt-tracks, "the dogs" and other fiercer attractions, more people are playing on the green baize than ever.

And promoters of the game think that the golden age of guinea seats and crowd-packed matches will come again.

LIVER & STOMACH DISORDERS

TWELVE DISTRICT HERBS BANISH GLOOM AND RESTORE JOY OF LIVING

For more than 70 years Mother Seigels Brand Digestive Syrup has been known all over the world as the finest of all family remedies for Biliousness, Pains after eating, Flatulence, Headaches, Dizziness, Constipation, Acidity, and other Liver and Stomach Disorders.

Remember, good health and a cheerful outlook on life are founded on good digestion. Let Mother Seigels Brand Digestive Syrup bring these gifts to you by stimulating your Liver, regulating your Bowels and giving you new strength and new life. For Sluggish Liver, Disordered Stomach, and Impaired Digestion, there is nothing to equal this old-time herbal remedy. 1/3 and 3/- at all chemists.

It is the special combination of extracts—found only in Mother Seigels Brand Digestive Syrup—which gives them their supreme medicinal value.

EVEN MORE SHAVES FOR 6D.

Easy's BETTER VALUE THAN EVER!

Get the NEW 'Easy' today WELL OVER 100 SHAVES FOR 6d.

A LEVER PRODUCT

* CREAMIER LATHER
* HANDY OVAL STICK
* IT'S BIGGER TOO!

EASY'S creamier lather gives the smoothest shave you've ever had—how wonderfully it freshens your skin! And it's easier on your pocket than ever.

E 201-172-66

When you buy goods that are advertised in "John Bull"—you get the Very Best!
The "John Bull" Guarantee appears on page 33.

HE'S A 'regular fellow'

Bill's the picture of health. His friends think it's due to his excellent circulation. Others say he just "doesn't worry". But Bill knows he has to thank Beechams Pills. They keep him regular. So take Beechams Pills—and be a "regular fellow" yourself! *Purely vegetable. Sold everywhere.*

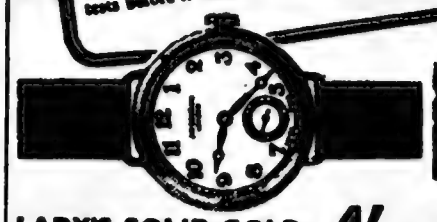
Keep REGULAR with

BEECHAMS PILLS

Worth a Guinea a Box

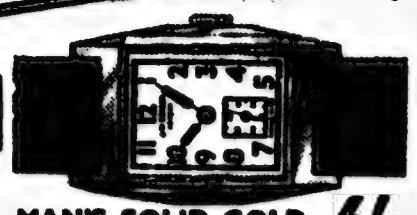
Why you should look for the name BENSON on a Wrist Watch

THE NAME 'BENSON' is the hall-mark of a good watch. Why? Because Benson's have a unique experience, gathered over generations. Because Benson's have a remarkable reputation for accuracy—a reputation not to be risked by offering to the public any watch of doubtful performance. Further, every Benson wrist watch must pass severe tests before it receives a written guarantee of accuracy. Therefore you can rest assured that any wrist watch bearing Benson's name will serve you faithfully and will remain accurate in hard daily service. Shown here are two of Benson's models—both available on special reduced terms. Post the coupon NOW for FREE Wrist Watch Catalogue showing the full range, and Special Order Form.



LADY'S SOLID GOLD 4/-
£4.4.0 WRIST WATCH FOR WITH ORDER

This is a beautiful solid 9 ct. gold watch, on moire silk band with gold snap fastening. Delightful to look at, sturdily built for hard daily wear. Fully-jewelled lever movement; guaranteed for accuracy. Own this watch for 4/- with order, and pay the balance of the cash price of £4.4.0 in 8 monthly sums of 10/-. No interest. Post coupon below for FREE Wrist Watch Catalogue and Special Order Form.



MAN'S SOLID GOLD 6/-
£6.10.0 WRIST WATCH FOR WITH ORDER

Man's Solid 9 ct. Gold Wrist Watch, on crocodile, suede or pigskin strap. Fully-jewelled lever movement; guarantee of accuracy. Strong, fashionably-designed case. Your property for 6/- with order. Balance of cash price of £6.10.0 payable in 12 monthly sums of 10/- and final sum of 4/-. Silver model £3.15.0, or 3/- down and 5/- monthly. No interest. Post coupon NOW for FREE Wrist Watch Catalogue & Special Order Form.

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You may purchase any of Benson's pocket or wrist watches, chains, clocks, rings, jewellery, silver, plate, cutlery, etc., on easy monthly terms at cash prices.

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To J. W. Benson, Ltd. (The original firm founded A.D. 1749)
62 & 64, LUDGATE HILL, LONDON, E.C.4
Please send illustrated catalogue(s) indicated and particulars of your 'Times' System of Monthly Payments.

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[ ] A Pocket Watches, Chains, etc.
[ ] B Wristlet Watches
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[ ] F Clocks

☞ *Please put a X against Catalogue(s) required.*

J.B. 9.10.37.

GET STRONG QUICK!
Home Gym. in one Outfit

SPECIAL OFFER-PRICE SMASHED!

HERE'S an opportunity for you to develop big muscles and obtain great strength by taking advantage of this astounding bargain.

NOW ONLY 15/- (or 1/- Deposit!)

for this famous £3 value. Complete home Gymnasium. Watch your muscles grow! Surprise your friends! Everything GUARANTEED. The big chest expander alone is worth more than you pay for the entire outfit.

HERE'S WHAT YOU GET!

1. Three-fold Progressive Chest Expander.
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3. Foot or Hand Stirrups, for legs, thighs, stomach, shoulders or arms.
4. Complete Muscle-Building Course.
5. Book on Ju-Jitsu. Secrets of Self-Defence.
6. Two High-tensioned Grip Apparatus, builds powerful wrists and forearms.

MONEY BACK GUARANTEE!

Let us send you this whole wonderful Muscle-Building Outfit, Courses, etc., to try at our risk for only 15s. If you're not satisfied within 10 days, just return the course and your money will be refunded. We will send it on C.O.D. if you like—just pay the postman a few pence extra for postage, or pay by instalments of 1/- per week until 17/6 is paid in full.

SEND COUPON BEFORE IT'S TOO LATE.
GYM SUPPLIES (Sales Dept. A.14), Broadway, London, W.6.

Gym. Supplies, Sales Dept., A14, Broadway, London, W.6.

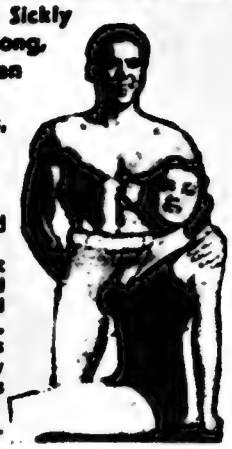
Dear Sirs,
I enclose 15/- (or 1/- as first payment) for your complete Muscle-Building Outfit and Courses, and, in accordance with your GUARANTEE, if I'm not satisfied you will refund my money in full.

Name.....
Address.....

Please use BLOCK letters. 9/10/37.

THIN, AILING RUNDOWN NERVOUS!

FOOD IODINE And MINERALS Build Worn-Out, Pale Sickly People into Strong, Red-Blooded Men And Women.



"VIKELP" Tablets, Amazing Mineral Concentrate from the Pacific Ocean, Rich In Natural FOOD IODINE and MINERALS Feed Starved Glands, Must Build Rich Red Blood Put on lbs. of Solid "Stay-There" Flesh, Give Steady Nerves and Day-Long Energy In First 10 Days or Trial is Free. Free from Drugs.

Here's new hope and encouragement for thousands of all, even "Naturally" thin, weak, worn-out, haggard-looking men and women whose energy and strength have been sapped by overwork and worry, who are nervous, irritable, always half sick and ailing. Science says the principal cause of these conditions is "GLANDS STARVING FOR FOOD IODINE AND MINERALS." When these glands don't work properly, all the food in the world can't help you. It just isn't turned into flesh. The result is you stay "too thin," pale, tired out, ill and run-down.

The most important glands—the Thyroid and other tiny hidden glands which actually control body weight and strength — need a definite evenly balanced ration of the 12 essential MINERALS plus NATURAL FOOD IODINE all the time—not to be confused with chemical iodides which often prove toxic or mere iodine fumes. Only when the system gets an adequate supply of FOOD IODINE and MINERALS can you regulate metabolism—the body's process of converting digested food into firm flesh, new strength, health and energy.

In order to get an adequate supply of these 12 essential life-giving MINERALS (Iron, Phosphorus, Magnesium, Potassium, Sodium, Calcium, Sulphur, Manganese, Copper, etc.) and FOOD IODINE so lacking in our daily cooked foods, take "VIKELP" Tablets—made of an amazing Pacific Ocean Plant—now recognised as the world's richest source of these precious substances. Contains 1,300 times more iodine than oysters, once considered the best source. 6 tablets alone contain more FOOD IODINE than 480 lbs. of spinach or 1,378 lbs. of lettuce. After eating "VIKELP" Tablets for a few days the food you eat no longer clogs the system but turns to solid flesh; faulty metabolism, constipation, gastritis, goitre, rheumatism, and other systemic illnesses are corrected or disappear entirely.

Try them for only 10 days and if after taking them you do not feel wonderful, eat, sleep and work better and have not gained extra pounds (8-9 lbs. not uncommon) the trial is free. Priced from 1/9d. to 17/6d.

SPECIAL FREE OFFER!

Write today for fascinating instructive 80-page Book on How to Add Weight Quickly, Build Strength, Energy, Weight, Strong Nerves and Rich Red Blood. Mineral contents of Food and their effects on the Human Body. New facts about MINERALS, IODINE and VITAMINS. Standard weight and measurement charts. Daily menus for weight normalising—absolutely free! No obligation. Health Products Laboratories Ltd., Dept. J B 10.5, 10 Henrietta St., Cavendish Square, London, W.1.

VIKELP HEALTH and BODY BUILDING Tablets

GRAVES BEATS THE WORLD FOR QUALITY AND VALUE

£10 per month (less than 3½d. a day) buys the Graves "CLARENCE" Cycle with Sturmey's Saddle, Coventry Chain, Dunlop Tyres, Chrome Plate, Raised or Drop Handlebars, Leather or Cloth with Accessories. Cash Price £10/10/0 or £10 monthly. No deposit for Easy Terms. With Sturmey Archer Three-Speed Gear £12/12/0. Terms: £1 12 monthly. Write for Catalogue Free. Ladies', Boys', Juvenile & Tandems. Roadsters, Racers, Club Models.

J. G. GRAVES LTD. SHEFFIELD

PILES!

Internal, external, blind or bleeding piles—you will be amazed at the relief experienced immediately you apply Man Zan. The terrible irritation disappears. Made specially for pile trouble. In clean to use, special applicator tubes, price 3/-, from all chemists. Don't stay in pain and danger, obtain a supply of

Man Zan

Brand PILE REMEDY

To end Constipation—Take De Witts Brand Little Laxative Pills. Price 1/3.

The fearlessness shown by the little army of men who volunteer to save life at sea would take a book to describe

Heroes in OILSKINS

WITH the coming of autumn gales and fog, the "lifeboat season" begins. So you'd say on first thoughts. But if you reflected a moment longer you would realise it is a season which lasts the whole year round.

And 1937 promises to be the blackest of black years for shipwrecks—or a golden one, if you think of the heroism shown by that little army of sturdy men who volunteer to save life at sea.

In the first eight months alone they set out in their boats more often and made more rescues than in any similar period since the War. The chances are that, given a few spells of rough weather during the coming weeks, they will beat last year's "busiest ever" record.

If the figures which comprise the record can be put into a dozen words or so, the fearlessness and high endeavour they represent would take a book to describe.

Four hundred and sixty-eight times the boats were launched. Forty-eight vessels were saved from destruction; three hundred others assisted. Of the 491 lives saved—rescues rewarded by the Royal National Lifeboat Institution—383 were by lifeboat and 108 by shore craft.

Whether those brave figures are exceeded or not, 1937 has already produced examples of bravery no generation of life savers could eclipse. Only a fortnight ago Coxswain Joe Mercer took the Walmer boat on a trip which to the most experienced of North Sea skippers would be a nightmare.

Hastening to help a French trawler stranded on the Goodwin Sands, buffeted by violent seas, he found the visibility so poor that he had to steer by compass. But he sailed his boat *right over* the treacherous shoal, scene of countless disasters.

The trawler's crew of six men and a boy were huddled on deck. After three had been taken off, the lifeboat had to sheer away. Soon she returned for the rest.

When the rescue work was proceeding, another huge wave struck the trawler, forced her over on her beam ends and buried her in the sea for several seconds.

The next wave righted her; eventually she slipped off the sandbank with the lifeboatmen's assistance, was brought to smoother water and, after repairs, went on her way to Dunkirk.

Just one more instance—one dealing with the seamen's worst enemy. This time it was the Holyhead lifeboat that left her berth in the early morning, summoned by a coastguard's message that the s.s. *Marie Moller* was on fire ten miles out.

It was bitterly cold. Flurries of snow alternated with hail showers. A gale whipped the sea into heavy swells; sometimes the boat was completely hidden from view. Twice she tried to get alongside the blazing steamer to windward. In vain. When she tacked to leeward, the choking smoke drove her away.

The day wore on, bringing a slight improvement in the weather. Flames reached the bridge; the saloon deck was burning fiercely, and the captain decided to abandon ship. Once more the lifeboat edged up.

But the ship's sides were red hot. Failing still to get alongside, she had to slide under the ship's quarter. Then fifty-nine men and their mascot dog were taken off and hurried ashore.

Returning, she found that the officers had been rescued by a Trinity House steamer which had arrived on the scene, but she took off two boats from the ship, which was now blazing from end to end, before returning to her berth.

So the proud list of this year's achievements runs on. True, the lifeboat crews of to-day have better craft than at the beginning of the century. The powerful oil or petrol motors of the modern lifeboat are both submersible. Its 80 to 160 air cases make it self-righting. On the other hand, it is much more difficult to handle, more easily capsized.

It may cost £10,000; its concrete slipway even more. To-day there are 138 of these motor vessels, to the perfection of which experiments have been going on since 1904.

Within three years, the twenty-eight pulling and sailing boats that still remain will have been superseded.

Each week, on the average, nine distress calls are answered. Each month between thirty and forty lives are saved. However tempestuous the seas, the men turn out.

They need not. Apart from the motor mechanic, who is paid wages, and the coxswain, who receives a small retaining fee for his services, all are volunteers. Most are fishermen; often they have just returned from exhausting days at their bread-and-butter job when the alarm wakes them at dead of night.

But the R.N.L.I. spends £50,000 a year on rewards for gallantry—rewards which vary according to the nature of the service, the time of year, and so on. For a typical case, cast your mind back to the thrilling story of the wrecking of the *Lord Ernle*, a Grimsby trawler, last March.

It was eleven at night when the Flamborough boat was launched by hand over the flat sand and rocks by fifty men, many of whom were up to their chests in water. About midnight she found the *Lord Ernle* with her bows touching the cliffs, continually swept by breaking seas.

By the aid of the bedding and clothing which the shipwrecked crew had lit with paraffin, the lifeboat went to work. But it could not approach because of the rocks on one side, the tremendous waves on the other.

A line was fired from the pistol, a lifebuoy passed—and suddenly the line snapped. More dangerous manœuvring; another line passed, and four men were taken off.

By this time the bonfire on the trawler had burned out, and in pitch blackness the rest of the fifteen marooned men were rescued. Once the lifeboat was flung on to the *Lord Ernle*, but after four and a half hours' absence she rolled back to her station.

And the rewards? The coxswain received a silver medal, eight members of the crew were presented with the Institution's thanks on vellum; all of them received £3 17s. 6d. each, while forty-nine helpers each earned 14s., making a total of £69 1s. 6d.

But the high esteem in which the men's efforts are held can hardly be assessed in terms of money. The R.N.L.I. has just received the [illegible] Government's thanks for the heroic [illegible] the St. Ives crew, who rescued [illegible] seamen from an Italian vessel [illegible] fog and rough sea. Fifteen foreign countries sent their ambassadors or representatives to the Institution's annual meeting this year.

And five million of us, though we may think that so essential a service should not be forced to rely upon private generosity, willingly subscribe our mites on the R.N.L.I.'s flag day, thus helping to find the quarter of a million pounds which is needed every year, paying our share of the £50,000 which goes in rewards, pensions and grants to the disabled.

None of us, perhaps, realises that sometimes the boats put inland to save life. But this happened during the February gales, the worst within living memory, when the Aberdeen boat had to three miles overland to the swollen river Dee.

Then, after sailing past submerged hedges and haystacks, the crew rescued a farmer, his housekeeper and a [illegible] man from the attic of a flooded farm.

Once, at Lynmouth, the lifeboat was sent overland to Porlock, dragged by twenty horses up a hill that is too steep for many cars to tackle, while men with picks and shovels widened the road during the ten-hour journey.

Nor are we always told of such sacrifices as Coxswain Tom Sinclair made last April, when he left his dying son to command his boat on an errand of mercy, returning just in time to watch his boy take his last breath.

But we might think, when we sit by the fire these dark nights, that maybe another call is being answered by a lifeboat, with its crew holding on to anything handy as they receive the full force of a hundred-foot wave—and muttering, as the foam streams off their heads, "Shouldn't think I've any eyes left in me."

RHEUMATISM

The Dangerous Ages

Although Rheumatism spares neither [illegible] nor sex, its deadliest work is done in the fifties and sixties. The liver is [illegible] wrong more easily then. Waste matter [illegible] lates in the system. Poisons spread [illegible] the body. Sharp, needle-pointed [illegible] crystals form in the blood.

What would you not give for relief, [illegible] soothing freedom from this pernicious [illegible] Actually, you need give no more than [illegible] For 1/3 buys a large tin of Fynnon [illegible]

See how simply Fynnon Salt removes [illegible] cause of Rheumatism. A teaspoonful of [illegible] Salt in a glassful of water liberates a [illegible] tion of Sodium, Potassium and the [illegible] Lithium—" Nature's Salts of the Earth [illegible] have brought fame and fortune to the [illegible] Springs of world-renowned Spas. These [illegible] ful Salts dissolve the Uric Acid crystals [illegible] blood—rinse the system clear of [illegible] allow the liver to work properly again. [illegible] matism goes. Your limbs regain [illegible] elasticity and suppleness. You feel a [illegible] person. Start to-day with Fynnon Salt. [illegible] 1/3 at all chemists.

THE LITTLE CIGAR HABIT

IS CATCHING ON

Men who like their small pleasures are taking up Marcella Whiffs. And what could be pleasanter than the bland fragrance and cool flavour of one of these good little cigars — over a game of cards for instance. Their intrinsic excellence, and modest price are reasons why Marcellas are on "top".

Marcella whiffs

3 FOR 6d • 5 FOR 10d • 10 FOR 1/8d

Don't endure the agonies of

Asthma or Bronchitis

INSTANT RELIEF

can be yours now

TESTIMONY

Mr. T. V. L., Notting Hill, writes: 9/6/37:—"I am a terrible sufferer from Asthma and Bronchitis and have tried every known remedy to ease it, without result. I was highly recommended to try your wonderful cure and I got ease at once."

Miss F. M. G., Leytonstone, writes 31/5/37:—"After suffering from Asthma for many years and unable to find any relief, I was advised to try Potter's Asthma Cure. I have never expected it to do me any good as you see relief, however had the result. Whilst in hospital for an operation, I told the doctor I was going to try this cure and he said 'Wonderful Stuff'."

Yes—from the very moment that you first inhale the pleasant fumes of Potter's Asthma Cure—those paroxysms of coughing, feelings of suffocation, tightness across the chest and gasping for breath vanish immediately. Once again you can pursue the normal course of your daily life and look forward to nights of restful and refreshing sleep with the knowledge that Potter's Asthma Cure will give you instant relief during future attacks of these distressing complaints. Free from harmful drugs and does not cause headache. Recommended by doctors. Safest and most reliable remedy for Asthma, Bronchitis, Catarrh, Chronic Colds, Croup, Hay Fever, Whooping Cough and other bronchial diseases of children and adults. Potter's Asthma Cure is supplied by all Chemists, Herbalists and Stores in full-sized tins at 1/6, or direct, post free, 1/9.

POST THIS COUPON FOR FREE BOOKLET

TO ALL WORKERS

who suffer from Asthma or Bronchitis, whether children or adults, if their sufferings are not relieved in 24 minutes, Potter's Asthma Cigarettes and Smoking Mixture give immediate soothing relief.

Always carry a supply with you and then avoid those attacks. Obtainable everywhere.

To Potter & Clarke Ltd., 60 Artillery Lane, London, E.1.

POTTERS ASTHMA CURE

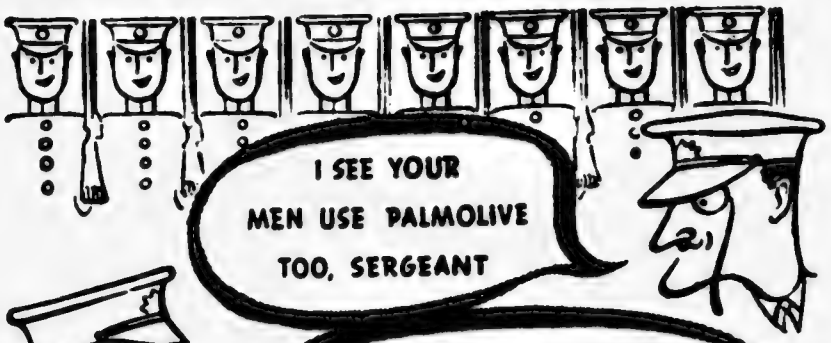
Please send me post free a copy of your booklet "Are you Asthmatic?" J.B.

Name.....

Address.....

.....

J.B.



YESSIR- THEY'VE FIVE GOOD REASONS TO!

1 Multiplies itself in lather 250 times.

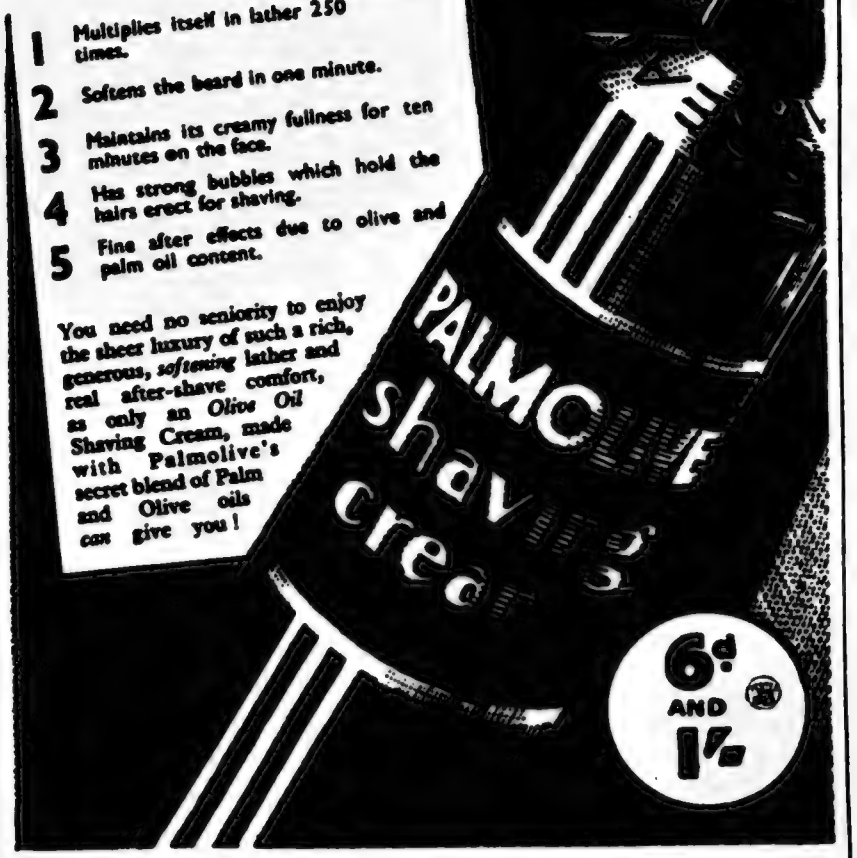
2 Softens the beard in one minute.

3 Maintains its creamy fullness for ten minutes on the face.

4 Has strong bubbles which hold the hairs erect for shaving.

5 Fine after effects due to olive and palm oil content.

You need no seniority to enjoy the sheer luxury of such a rich, generous, *softening* lather and real after-shave comfort, as only an *Olive Oil* Shaving Cream, made with Palmolive's secret blend of Palm and Olive oils *can* give you!



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SEND AT ONCE FOR CATALOGUE AND PARTICULARS OF OUR WONDERFUL

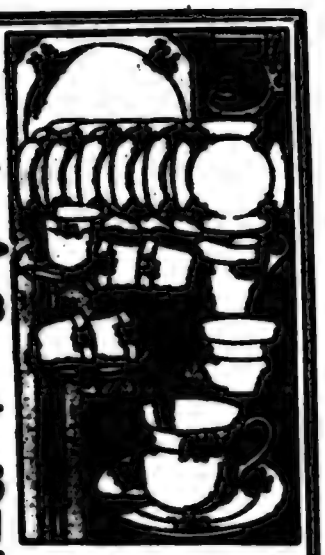
FIVE SHILLING HOUSEHOLD BARGAIN CLUB

THE FINEST CLUB IN THE COUNTRY

ONLY 5 MEMBERS REQUIRED

AND ALL GOODS SENT ON FIRST PAYMENT OF 1/- COMMISSION AT THE RATE OF £2-10-0 CAN EASILY BE EARNED.

NO WAITING FOR GOODS EVERY TURN FIRST TURN



Name.....

Address.....

J.B. 39

THE BRITISH TRADING STORES LTD.

GT. MARLBOROUGH STREET, MANCHESTER, 1.

THIS LOVELY DECORATED 21-PIECE BRITISH MADE, SEMI-PORCELAINE TEA-SET IS ONE OF THE 500 CROWN CLUB BARGAINS OFFERED AT 5/-

Post Coupon for Catalogue to-day.

STEAD
RAZOR BLADES
7 FOR 6D
IN A WEEKLY WALLET THEY LAST FOR WEEKS

NERVOUS BREAKDOWN
NEURITIS, INDIGESTION

Are you a victim of these dreadful maladies? You may be enduring endless suffering and misery, physical as well as mental. Do not despair. They can be relieved—cured. Read what Mrs. Lacy, 9, Belvoir St., Mapperley, Nottingham, writes:—

"I have been very ill with a Nervous breakdown, Neuritis on the nerves of the stomach and Indigestion and am pleased to say that after persevering with Vitadatio I am a different person. I strongly advise sufferers to give this strength giving medicine a trial."

If you are a sufferer do not give up hope, cases pronounced hopeless have yielded to Vitadatio.

TRY VITADATIO TO-NIGHT. There is no substitute for it. Write for free book of testimonials. Sold by Boots, Timothy Whites and Taylors, Chemists, Stores, 2/- and 5/- per bottle or by post (6d. extra in U.K.) from VITADATIO (121) ARMLEY, LEEDS.

Vitadatio SEND FOR FREE BOOKLET

Sufferers from VARICOSE ULCERS, WOUNDS, ECZEMA, BURNS, PSORIASIS, and all skin diseases need no longer suffer. THOMAS' Brand HEALING SALVE has brought relief to thousands. This wonderful ointment soothes and draws out the poison. From the first application. No home should be without it. If your chemist cannot supply, send direct to address below.

THOMAS' Brand HEALING SALVE
Price 7½d., 1/3, 2/-, 3/6, 5/-, post free.
Prepared by DOUGLAS (Chemists) Ltd. 73, Upper St., LONDON, N.1

EVERY POST A WINNING POST

POST YOUR BETS to the "BIG TWO"
1/- 2/6 5/- 10/- 20/- £2 £5 £10
UP TO ANY AMOUNT
DAILY LETTER DEPOSITS
SECURE LONG ODDS NOW for the
CAMBRIDGESHIRE & CESAREWITCH
Please send me particulars of your service. I am over 21
Name
Address
J.B. 9/10/37.
DAVID COPE

'Sealed-Lips' Order to Hospital Staffs

MY sister-in-law underwent a serious operation in a big London hospital a few days ago.

That night, desperately anxious to know how she was going on, we telephoned the hospital, only to be told that no telephone enquiries regarding patients could be answered.—"PUZZLED," Uppingham Avenue, Stanmore, Middlesex.

Hospitals always reply to these criticisms: "It would need extra staff." While they depend so much on contributed pennies there will always be such hardships.

Why Tomatoes Blush

Wherever I go I have to pay more for tomatoes labelled "locally grown."

Are those English tomatoes which I get cheaper because they are *not* grown in this district more costly in the places where they are "locally grown"?—S. WOOD, 6, Malmesbury Terrace, Leeds.

Leading grower answers: Tomatoes should be eaten very fresh. "Locally grown" should mean they haven't done round of the markets.

Demand Fair Wages!

I tried an experiment, offering my services to employers in any capacity in return for pocket money: in the case of farmers, for my keep. All my applications with splendid references and recommendations were ignored.

I am fixed up now, and, you bet, intend to hold my job.—WILLIAM MASON, 12, Ogilvie Street, Glasgow, E.1.

We wish you such success that you will be glad employers didn't encourage you to work for nothing when outlook seemed black.

Safety Last

My daughter came home with a school exercise book which bore on the back of the cover excellent Safety First road hints.

The next day I found her binding the book with brown paper. Teacher had ordered it, to protect the books.—W. A. H., Chester.

We have had many such complaints. A few teachers don't realise life has become more perilous for children since the days when they covered their own school books.

P.O. Bluff

Why should the Post Office steal my money because I keep a postal order three months without cashing it?—R. H. COLEMAN, 50, Victoria Avenue, Whitley Bay.

Sh-sh-sh! It doesn't really. It pretends it's going to, but that's only to bluff you into being efficient.

Dangerous "Airs"

Why do women have to be so persistently annoying. As soon as they sit down in a 'bus or at the pictures out come powder-puff and rouge. Nine times out of ten they smother the people sitting next to them.

Often when I have gone home my wife has questioned me on account of the smell of scent.—F. G. BARNETT, C.I.A., E65, Royal Arsenal, Woolwich, S.E.18.

Girls spraying scent on passers-by at exhibitions are often approached by wives anxious to confirm husbands' excuses.

Why They Whistled

My husband recently bought a shilling postal order. I attach the counterfoil. (It is numbered B/B2 874594.)

He bought a sixpenny one, and was astonished to notice the number. (It is B/2A 874594.)—MRS. M. WOODWARD, 136, Coulsdon Road, Caterham, Surrey.

G.P.O. official whistled with astonishment at this coincidence. Said odds were astronomically bigger than those against winning big sweep.

Poison Gas Problem

The Government is trying to teach the civil population a lot of things about gas, but you can't get one important question answered.

When does poison-gas lose its killing quality? When will it be safe for people to emerge from cover?—J. W. SADLER, 130, Warley Road, Langley, Worcester.

Depends on the gas. The worst kind used during Great War began killing when first dewy morning made it active. It lurked about as a deposit, which wind couldn't blow away.

Old Needs

I was adjusting my motor-cycle by the roadside fifteen miles this side of Brighton when a man on a brand-new machine stopped, offered help, and said he'd like to assist as I was riding his old machine. Surely an unprecedented coincidence with millions of vehicles about.—GEORGE PAYNE, 83, Langley Road, Catford.

By no means. Three months ago the newspapers told the story of the London man who, motoring at Hamilton, near Glasgow, was involved in collision with car he had given in part exchange.

Army Life

Would you get the authorities to tell the nation whether ex-Service men suffer worse health than men of the same age who stayed at home. It is a question that is always being debated, and nobody seems to know.

My personal experience [illegible] bronchial trouble and asthma [illegible] dominate among them.—JAMES ALKER, 7, Beech Street, Atherton.

Neither Ministry of Pensions nor Ministry of Health have statistics to solve this problem but suggest wounds apart, that hard open-air life made more men than it marred.

Cheap Spite

Quite a polite young man [illegible] at my door in a car, asked [illegible] wireless licence, made a note [illegible] book, thanked me, and drove off.

My neighbours have never been asked such a question. As I have had licences and have always paid [illegible] am wondering why he picked [illegible]—MRS. PARKIN, 22, Hillfoot Rd. [illegible]

Spiteful people often "inform" on folk who they believe listen-in without licence. But Post Office should have known you were in possession of one.

Arf a Mo!

I am an attendant in an Edinburgh museum. The other day I showed a delightful Dutch lady the way. When, after an hour's visit, she asked me how to get to the station, and I told her as courteously as I could, she burst out and said: "Go to hell."—WILLIAM DICK, "Parkmount," Edinburgh.

Some soldiers, during war, taught French girls swear words and said they meant please, thanks and so on. In 1921 Chinese Missionary horrified religious congress at Central Hall, Westminster, with string of oaths during his speech. Besieged by pressmen, explained he had asked London bus driver for examples of English slang.

Write to John Bull About It—

We invite readers to write to us about any subject of public interest, keeping us in touch with the world as they see it.

Letters should be as brief, forceful and topical as may be.

Half-a-guinea will be paid for each letter published. Envelopes, marked "Letter Bag," should be addressed to "John Bull," 93, Long Acre, London, W.C.2.

FOOTBALL SELECTIONS

By Our Expert. Matches Played October 9.

FIRST DIVISION.
(1) Leicester v. Huddersfield.
(2) Liverpool v. W.B. Albion.
*(3) Man. C. v. Blackpool.
(4) Preston v. Stoke.
(5) Sunderland v. Bolton.
(6) Wolves v. Everton.
(7) Charlton v. Portsmouth.
(8) Chelsea v. Arsenal.
(9) Derby v. Brentford.
(10) Grimsby v. Middlesbro'.
(11) Leeds v. Birmingham.

SECOND DIVISION.
(1) Norwich v. Swansea.
(2) Forest v. Newcastle.
(3) Sheffield U. v. Blackburn.
(4) Soton v. Sheffield W.
(5) Notspor v. Man. U.
**(6) West Ham v. Fulham.
**(7) Villa v. Chesterfield.
(8) Bradford v. Plymouth.
(9) Burnley v. Stockport.
(10) Bury v. Barnsley.
(11) Coventry v. Luton.

SOUTHERN SECTION.
(1) Orient v. Swindon.
**(2) Exeter v. Aldershot.
(3) Gillingham v. Millwall.
(4) Newport v. Notts C.
(5) Q.P. Rangers v. Mansfield.
(6) Southend v. Torquay.
(7) Watford v. Reading.
(8) Bournemo v. North'mpton.
*(9) Brighton v. Bristol R.
(10) Bristol C. v. Palace.
*(11) Cardiff v. Walsall.

NORTHERN SECTION.
*(1) Gateshead v. N. Brighton.
(2) Halifax v. Bradford C.
(3) Oldham v. Hull.
**(4) Port Vale v. Hartlepools.
**(5) Rotherham v. Barrow.
(6) Tranmere v. York.
(7) Accrington v. Doncaster.
(8) Carlisle v. Southport.
*(9) Chester v. Rochdale.
(10) Crewe v. Wrexham.
(11) Darlington v. Lincoln.

SCOTTISH LEAGUE.—Div. I.
(1) Morton v. St. Mirren.
(2) Queen of S'th. v. Partick.
(3) Queen's P'k v. Motherwell.
(4) Rangers v. Dundee.
**(5) Aberdeen v. Hibernians.
(6) Arbroath v. Celtic.
(7) Clyde v. St. Johnstone.
(8) Hamilton v Falkirk.
*(9) Hearts v. Ayr.
(10) Kilm'nock v. 3rd Lanark.

SCOTTISH LEAGUE.—Div. II.
(1) E. Fife v. Dumbarton.
(2) E. Stirling v. Edinburgh.
*(3) Forfar v. Alloa.
(4) Leith v. Albion.
(5) Stenh'em'r v. King's P'k.
*(6) Airdrie v. Montrose.
(7) Brechin v. St. Bernards.
(8) Cowdenbeath v Raith.
(9) Dundee U. v. Dunf'mline.

SPECIAL STAR CODE.—As injuries to players and consequent alterations in teams may affect the chances of different clubs, we shall publish last-minute JOHN BULL selections in code in the *Daily Herald* and *Sporting Life* each Friday morning. Example Code.—Div. I.—1 (A); Southern Section—2 (H); Scottish League, Div. I.—5 (H) would indicate Huddersfield, Exeter and Aberdeen.

THE BEST WAY TO GET RID OF ACIDITY

Everybody knows that Acidity is the cause of most of our modern troubles. Indigestion, Wind, Heartburn, Constant Headaches and all sorts of Nerve and Rheumatic pains come from Acidity.

But not everybody knows that there is a new way to counteract acidity which is not only better but that brings you immediate relief to your pain.

If you're suffering from any form of Acidity just drop a couple of 'Alka-Seltzer' Tablets in a glass of water and drink it as soon as the fizz has stopped fizzing. You'll find relief almost instantly. There's nothing like 'Alka-Seltzer.' It makes you feel fit and it's not laxative. It's a delightful, pleasant, sparkling, refreshing drink that acts in a double action. First it relieves your pain. Then it counteracts the Acidity and so brings a permanent end to your trouble.

'Alka-Seltzer' is simply marvellous for Acid headaches. It drives away the worst headache in a few minutes without upsetting the stomach as some people find aspirin does.

OUR GUARANTEE: Get a bottle of 'Alka-Seltzer' Brand Tablets from your Chemist to-day. (The 1/- size contains three times the 1/- size.) If you aren't more than satisfied we will refund your money.

THE EMPIRE TOBACCO WITH THE LARGEST SALE

You reap the benefit

You always get a real good smoke at eightpence an ounce from a pipe of Digger. Because with Digger the quality standard is always kept up to the same high level. Thousands of pounds weight of Digger are sold every day. Thanks to the steadily increasing demand, regular supplies of the finest leaf from Empire tobacco fields are always ready to hand and it is you, Mr. Smoker, who reaps the benefit.

With five varieties—Flake, Shag, Plug, Mixture or Honeydew—there is a choice for everyone.

PLAYER'S

DIGGER

TOBACCOS

8d

FLAKE - SHAG - PLUG - MIXTURE - HONEYDEW

At last he got a regular job, earning good money, with sure promotion ahead. Then the blow fell. One morning his wrench slipped and he grazed his thumb. At the time he thought nothing of it—but a week later he was in hospital. Before the month was out he lost his arm!

FAMILY HEALTH is your sure defence against dirt's deadly dangers

Don't give dirt a chance. Any tiny little graze or scratch may give dirt-bred germs the opening to do their deadly work. Be safe. Wash often with Family Health Soap. Family Health ensures real antiseptic cleanliness. Its rich, foamy lather washes every trace of dirt away, protects you from the deadly menace of dirt-bred germs.

9 cases out of 10 are due to neglect of simple precautions
You owe it to yourself— to your family - to use daily
3d A TABLET
6d a two tablet carton

FAMILY HEALTH SOAP

ALWAYS KEEP A TABLET BY THE WASH-BASIN

KH 10-37 JOHN KNIGHT LIMITED—SOAP MAKERS SINCE 1810

You buy with CONFIDENCE when you buy through "JOHN BULL"

The "John Bull" Guarantee appears on page 33

TAKE

Elasto Regd.

for all CIRCULATORY TROUBLES

★ A GENEROUS Sample of a remedy for all circulatory disorders is offered on the Back Cover. A free booklet explains all about this remedy and how it assists in restoring elasticity to relaxed and devitalised veins will also be sent to those who fill in the Special Coupon.

FREE CATALOGUE
of BENSON'S Famous Watches and Jewellery

ILLUSTRATED on page 39 are one or two outstanding examples of Benson's famous watches, known throughout the world for their sterling quality. These can be yours for only a few shillings with order! You can order with confidence straight from the announcement by using the Special Coupon. A copy of Benson's Free Catalogue containing hundreds of wonderful articles, Watches, Jewellery, etc., will be sent to all readers who send the coupon marked for their choice of catalogue or those who prefer can write, mentioning "John Bull," to J. W. Benson, Ltd. (Dept. J.B.), 62 and 64, Ludgate Hill, London, E.C.4. Get a copy to-day!

FILL IN THE COUPON ON P. 39.

WAKE UP YOUR LIVER BILE

without Calomel—and you'll jump out of bed in the morning full of vim and vigour

The liver should pour out two pints of liquid bile into your system daily. If this bile is not flowing freely, your food doesn't digest. It just decays inside you. Gas bloats up your stomach. You get constipated. Your whole system is poisoned, and you feel sour, sunk, and the world looks punk.

Laxatives help a little, but a mere bowel movement doesn't get at the cause. It takes those good old Carters Brand Little Liver Pills to get these two pints of bile flowing freely and make you feel "up and up." Harmless, gentle, yet amazing in making bile flow freely. Ask for Carters Brand Little Liver Pills. Stubbornly refuse anything else. 1/3d. and 3/-.

PIMPLES, BOILS, ECZEMA —NEW WONDER REMEDY.

If you suffer from Pimples, Boils, Eczema or skin complaints you must have DOMOLENE OINTMENT, the miracle ointment which is the most powerful yet soothing destroyer of germs known to science. DOMOLENE OINTMENT is more than a soothing ointment, it penetrates deep into the tissues, breaking down the diseased cells, killing the infection and making quick recovery possible. DOMOLENE OINTMENT will give you relief in a night, not only for Eczema, but Boils, Spots, Pimples, Septic Sores, Skin Troubles or Bites, etc. Buy a 1/6 pot to-day from any qualified Chemist.

Proprietors: Domo Remedies Ltd., Plantation House, Fenchurch Street, E.C.3.

DOMOLENE IS DEATH TO GERMS

SEDIMENTS

A thick deposit in the urine may arise from disorder of the kidneys or bladder, and this condition should at once be treated by a course of Cystopurin.

If the urine is strongly acid, offensive, or smells of ammonia, then there is some disorder in some part of the urinary system. Such disorders are numerous, and some are serious.

"Having read your booklet concerning Cystopurin, I decided to give the tablets a trial. I have had two severe attacks of renal colic and my doctor suspected gravel, and so I thought the tablets were just the thing to combat that disorder.

"I am now using my third bottle (3/- size), and I must say I have already derived considerable benefit from them. I no longer have backache when bending; neither do I have to get up two or three times in the night. At first the urine contained a great deal of sediment, but is now very much clearer.

"I shall certainly not be without the Cystopurin tablets, and shall continue taking them in smaller doses as a safeguard against the recurrence of my complaint. I shall also have very much pleasure in recommending them to anybody I know who suffers from any form of kidney or bladder trouble." —"J. S., SCHOOLMASTER."

Get Cystopurin tablets from your chemist to-day. They are put up in bottles, price 1/3, 3/- and 5/-, and are obtainable only from chemists.

Free booklet on application to Cystopurin Dept. J.B. 18,

CYSTOGEN Ltd., LOUGHBOROUGH, LEICESTERSHIRE.

CYSTOPURIN

HUGE PENSION, CASH and RADIO OFFER FOR JOHN BULL'S X-WORD

Win
30/-
WEEKLY FOR LIFE
OR
£500
RUNNERS-UP SHARE
£100
UNLIMITED SURPRISE AWARDS
To each sender of entry containing only one less meritorious Answer than Runners-up we shall forward a Special Surprise Award—to be posted simultaneously with the publication of winning Square in "John Bull"
SUPERB "VIDOR"
ALL-WAVE
"ROUND-THE-WORLD"
RADIOS
ONE WITH EACH RUNNERS-UP PRIZE OF £3 or over and, if First Prize is shared with each such share of £30 or over
VALUE £6·19·6

Here on this page is a splendid one-week Offer of Crossword Cash and Radios, headed by a magnificent Life Pension Prize.

The sum of £100 is available for this Contest's Runners-up, and to each of these winners whose cash prize amounts to £3 or more JOHN BULL will present a marvellous "Vidor" "Round-the-World" Radio. Should the First Prize be divided, each share of £30 or more will be accompanied by a similar Wonder Radio.

But remember that your completed entry must reach JOHN BULL by Saturday, October 16.

CLUES ACROSS

1. You stir tea with one
4. She person sometimes has this of being in the limelight
7. Dog wags, when pleased
8. Twisted paper for lighting a pipe
9. Unpaid bill may account for
13. Producer will probably have big one to handle when making film
14. Deal sometimes makes one
15. Clumsy oaks may be difficult to handle
19. Reverse the first half of clatters
21. Fountain-pen is filled with
23. Spawn of fishes
25. School-teacher often sits on
27. One usually has good cover
29. Perish
33. Ascend
34. By way of
35. Stuffy office seldom has this
36. If heavy it may be nuisance to yachtsman

CLUES DOWN

1. When politicians are in this, public is usually sympathetic
2. Dog's foot
3. Aged
5. It shouldn't be hard to get this of steel made in big works
6. Everybody
8. One usually has to be quick to get really good ones
10. This of bread is commonly a bit thick
11. It's foolish to rely on engaging one
12. Brave man doesn't let this of bad luck discourage him for very long
14. Bachelor of Arts
16. Beginning and end of limit
17. One expects circus proprietor to puff big one
20. This of oak is sawn up for firewood
22. Ships sometimes come in with
24. When recent library book is badly this it is generally replaced
26. Commences nightly
28. Bit of boxing in taxi
30. Female in Pevensey
31. Bad one can't be trusted to play the game
32. In middle of sea

READ THESE RULES CAREFULLY

1.—Complete puzzle in ordinary ink, not copying-ink or copying-ink pencil, cut out the whole Entry Form whether both puzzle squares are used or not. Entry-fee for one coupon (two squares) is SIXPENCE. For two coupons (four squares) send ONE SHILLING. For three coupons (six squares) send ONE SHILLING AND SIXPENCE. For four coupons (eight squares) send TWO SHILLINGS. Make Postal Order payable to Odhams Press Ltd., and cross it / & Co. ; write name and address and date of posting on back of P.O., and fill in the number upon Entry Form; Entry Form to be posted as directed (not delivered by hand), to reach us not later than Saturday, October 16.

2.—In addition to four sixpenny Entry Forms from "John Bull" each entrant may submit FOUR EXTRA SIXPENNY ENTRY FORMS, provided these are taken from "John Bull's" free weekly "Crossword Gazette," or any other announcement of this Competition. Thus each entrant is limited to 8 Entry Forms (16 squares in all) and Entry-fee of 4s.

Should any single letter square be left blank, contain a letter which is not clear, or altered, or not given in ink, the corresponding properly indicated letter on adjoining Entry-square will be regarded as Entrant's intended letter for both Entry-squares. If entrant's answer cannot be so decided or such flaws occur in more than one letter square, Entry-square concerned will be disqualified, as will any mutilated coupon.

No responsibility is accepted for any entry lost, delayed, not delivered, or mislaid, and no correspondence will be entered into.

3.—Winner and winning Puzzle Square will appear in "John Bull" on sale Thursday, October 28. Should any competitor not announced as a winner believe that he entered a coupon eligible for a share of the First Prize he must demand a scrutiny by first post, Tuesday, November 2, in accordance with the directions given with result and enclosing £1 Scrutiny Fee. Any such scrutiny which may amend the result must be accepted as final. No scrutiny can be conducted in connection with the Runners-up Prize or Surprise Awards. Accordingly, entries are accepted only on condition that the result of our double adjudication establishing these winners is regarded as final. Merit is established according to the total number of Answers to Clues, both Across and Down, which agree with the winning Puzzle Square.

4.—Should the First Prize be shared £500 Cash will be paid instead of the Pension Award.

5.—Failure to comply with any of the Rules and Conditions involves disqualification.

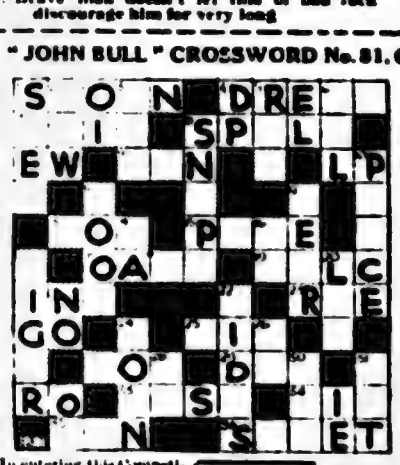
6.—Employees of Odhams Press Ltd. and members of their families are not eligible to compete.

TERMS AND CONDITIONS ON PAGE 46

GET THIS FREE HELP

In addition to valuable 'Reasons Why' guidance, the 'Crossword Gazette' provides entry-squares on fine paper, all the Crossword news and other constructive aid — entirely free! A copy will be forwarded FREE on receipt of stamped addressed envelope. Every reader now receives a free Entry Envelope weekly. Result and winning square of Crossword Competition No. 79 will appear in next week's "John Bull"

"JOHN BULL" CROSSWORD No. 81. Closing SATURDAY, OCTOBER 16, 1937



In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 2 Squares 6d.

SIGNED .....
ADDRESS .....
.....

CUT ROUND THESE BROKEN LINES

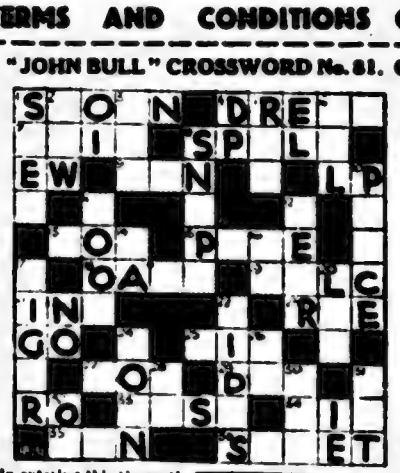
"JOHN BULL" CROSSWORD No. 81. Closing SATURDAY, OCTOBER 16, 1937

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 4 Squares 1s.

SIGNED .....
ADDRESS .....
.....

"JOHN BULL" CROSSWORD No. 81. Closing SATURDAY, OCTOBER 16, 1937



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P.O. Value.....
No. .....

ENTRY FEE for 6 Squares 1s. 6d.

SIGNED .....
ADDRESS .....
.....

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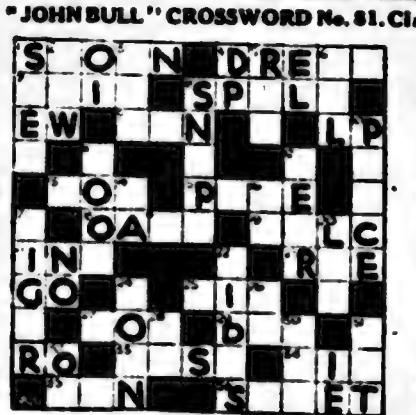

In entering this Competition, I agree to abide by the rules and conditions as final in all matters and I enclose
P.O. Value.....
No. .....

ENTRY FEE for 8 Squares 2s.

SIGNED .....
ADDRESS .....
.....

ADDRESS ENTRY: CROSSWORD No. 81, "JOHN BULL," 57, LONG ACRE, LONDON, W.C.2. (Comp.)

NEWSAGENT'S PRIZE A special prize of £5 will be awarded to the Newsagent from whose shop the cleverest Miss's First Line-winner usually purchases his copy of "JOHN BULL." Should the First Prize be shared by more than one, the £5 will be divided between shares. Newsagents.

The Edi... Laughs

XPLORER (Hampstead). — "The bullet struck my head and went careering into space." That's candid anyway.

S. S. (Stockport).—"I'm absolutely sure my house is haunted." You've been seeing things.

NEWLY-WED (Staines).—"I hate the idea but I must complain to my wife about her pastrists." Break it gently.

MRS. R.A.F. (Leuchars).—"An aviator's life leads an uncertain life." She never knows what her husband is up to.

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C. M. (Grendon).—"Nuts and blackberries are now plentiful in our country-side hedgerows." So we gather.

R. P. (Penge).—"The average holiday photographer knows very little about the principles of exposure." The same cannot be said of his subjects.

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MRS. E. (Keswick).—"He took twenty minutes to explain why spinach decreased in size when cooked." And that was what it boiled down to.

J. T. (Doncaster).—"The boss discovered the clerk was idling when he saw that he was not at his post in the office." He was found out.

DICK J. (Nottingham).—"Shoe manufacturers require lizard skins urgently." Not as urgently as lizards.

CHILLER (Rye).—"The urchin was so cheeky when he asked me to sole his boots that I boxed his ears and re-soled him." You clumped him instead.

I. T. (Westbury).—"He bet me that I could not eat a large cucumber at one sitting but I managed to do it." You persevered to the bitter end.

BIT (Epping).—"A suitor has to be careful when the girl's outraged parents starts to put his foot down." And more so when he starts to lift it up.

STUDENT (Cambridge). —"How long do you say mosquitoes can live without nourishment?" So far as our experience goes, they've never tried.

TIM (London, W.).—"Counterfeiters have been concentrating on the 'tenner' instead of the 'fiver.'" They're striking a different note, eh?

BRAT (Barnes).—"I've noticed that a man who loses all his hair invariably puts up visiting." He certainly gives up visiting his barber.

GEORGE (Salisbury).—"Once a blackbird has withdrawn the metal from the market he mustn't lose any time in shaping it." He must strike while the iron is hot!

G. H. M. (Ealing).—"You know, it isn't everybody who squeezes into a football ground and stands crushed and half-suffocated all afternoon." It only seems so.

S. S. (Esher).—"Rolling a lawn is good for the figure." And the lawn.

Collapsed at Her Work

How a young girl, so run-down that more than once she collapsed at her work, found almost instant relief when in an alarming nervous state, has come to light at Birmingham. Miss L. Powell, of 62, Carrersham Road, Kingstanding, unfolded to a pressman a remarkable story of regained happiness and health.

"Three months ago," she says, "I started taking Dr. Williams' pink pills and in a few days I realised they were having a wonderful effect. My appetite improved, the colour came back into my cheeks, and I steadily gained strength. Now I feel so bright and happy. Before I was always thin and delicate and run-down, but now I am like a different girl. I have put on weight and feel better than ever in my life."

Thousands of run-down anaemic girls and women (and men too) have found Dr. Williams' pink pills a priceless boon because they create new, rich blood, which quickly banishes anaemia, lassitude and depression, strengthens the nerves and gives new life to the whole system. Try these pills—but ask for Dr. Williams.

Obtainable everywhere in boxes, 1s. 3d. and 2s. 6d. (triple size).

The Editor Laughs Last

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Public Speaker (Dundee).—"Few men distinguish themselves as platform orators." Unless they just miss the last train home.

"That'll keep her mind off the goldfish." —from "The Passing Show"

IF you are troubled by any matter—except, of course, of a medical nature—you can obtain free expert advice that will help you. A stamped and addressed envelope is all that you have to send with your query. Write to-day, marking your envelope "Free Advice." The replies given here to facetious correspondents are for your entertainment.

F. N. (Clapham).—"London children are very intelligent." Although the population as a whole is dense.

HUSBY (Hastings).—"It takes an alert man to face up to trouble in the home." Particularly if she possesses a good aim.

S. G. (Bedford).—"What is a good cure for snoring?" They say a well-placed punch in the ribs is effective.

PSYCHOLOGIST (Rye).—"The average woman is usually happy before a glass." And the average man after one.

COOK (Bournemouth).—"My greatest difficulty is to get my soup clear enough to serve." You find it a strain?

ATHLETE (Dunoon).—"We had two dentists in our tug-of-war team." That, of course, was quite in their line.

EILEEN (Barnet).—"What does it show when a man who has hitherto ignored me starts raising his hat whenever he sees me?" The top of his head.

PROFESSOR (London, W.). — "Many musicians go to great lengths to ensure getting the right note." Especially trombone players.

F. L. (Blackburn).—"The man who aims higher than others in life is sure to succeed." Unless he happens to be a footballer.

E. O. (Peckham).—"I think that the 'Post No Bills' notices ought to be used more frequently." On pillar boxes, for instance.

MRS. T. (London, N.).—"The woman next door is a cat." Has she a fur coat?

BOXER (Bow).—"My top-lip was split in the last round." An upper cut?

COCKTAIL (Derby).—"I am throwing another big party to-morrow night." An all-in wrestler?

H. A. S. (Peterborough).—"I have one great objection to wood fires in my home." Chopping up the wood?

C. V. (Sevenoaks).—"The newer the car the more confident the driver." He doesn't get rattled.

P. J. (Leicester).—"She had only to beam at him and he instantly proposed." Ah, an engaging smile!

HOSTESS (Purley).—"What is the best thing to prevent awkward silences at a dinner party?" Soup.

E. P. (Sevenoaks).—"Does a wasp really die after it has stung somebody?" That depends on his aim.

B. N. (Diss).—"My friend claims to have a musical-box that charms storms away." Play stops rain?

GOLFER (St. Andrews).—"I was in paralysing form last week." Able to give anyone a stroke, so to speak.

COVERED (Littlehampton). — "I pay out three-quarters of my income on insurance premiums." Is that a good policy?

MUSICIAN (Tooting).—"The harp is fighting bravely for its existence." Oh, well, it always was a well-plucked 'un.

MRS. P. (Oswestry).—"My baby boy has been walking for four months." He must be getting tired.

CONNOISSEUR (Mayfair). — "On the subject of a good drink, I say—dash soda in your whisky." We agree. After all, it just weakens the whisky!

D. H. (Twickenham).—"I went for a day's cycling in the country, and fell from my bike three times." You had a day off?

BUCK (Devon).—"A mere navvy cannot choose just where and when he will work." But nevertheless he takes his pick.

ANNOYED (Nottingham).—"What can be worse than discovering oily marks on the upholstery of one's car just before one sits down?" Discovering them just after sitting down.

SAM (Deptford). — "A lion which was stunned with a club when trying to escape from a private zoo was afterwards engaged by a circus manager." He signed on the dotted lion, as it were.

J. H. M. (Aberdeen).—"I've got two of the new threepenny bits—what are they worth?" We make it sixpence—enough, with a good *Bullet*, to win you a Life Pension, Car, Television Set, Millionaire's Celebration and £1,000. See pages 46 and 47.

W. P. H. (Leeds).—"I refused to contribute to the fund by which the staff hoped to buy him a set of cutlery as a wedding present." You wouldn't fork out?

MOTHER (Birmingham). — "My son's young lady seems to spend a great deal of her time singing songs of the 'Home on the Range' type." Then she should be a good cook.

H. K. (Barnsley).—"The best way that I know of combating insomnia is to imagine yourself on a tight-rope and counting your steps. You are generally asleep before you get halfway." You drop off, eh?

(Many replies unavoidably held over)

SIDE-SLIPS

Examples of unconscious humour from the current Press are welcomed. Actual cuttings must be sent. 2/6 is paid to the sender of each item published. Mark envelope "Side-Slips." When the same "Slip" is submitted by more than one person that which arrived with the earliest postmark receives the prize.

THE DAILY TELEGRAPH:—". . . Arabic he always spoke with a foreign ACCIDENT."

THE YORKSHIRE OBSERVER:—". . . the man's face was a BANK."

THE IMPARTIAL REPORTER AND FARMERS' JOURNAL:—". . . the reason for this . . . is that heifers are being fattened for BEES . . ."

SCUNTHORPE BORO' NEWS:—"A quantity of STREETS were strewn about the place."

DAILY MAIL:—"Italy's second 35,000-tons battleship was launched at GENEVA yesterday . . ."

BRISTOL EVENING WORLD: — "The magistrates COMPLICATED Mr. A—— on his action . . ."

DAILY SKETCH:—"Included in the haul were eight miniatures in gilt frames and eight CANOES . . ."

Collapsed at Her Work

How a young girl, so run-down that more than once she collapsed at her work, found almost instant relief when in an alarming nervous state, has come to light at Birmingham. Miss L. Powell, of 62, Caversham Road, Kingstanding, unfolded to a pressman the remarkable story of regained happiness and health.

"Three months ago," she says, "I started taking Dr. Williams' pink pills and in a few days I realised they were having a wonderful effect on me. My appetite improved, the colour came back into my cheeks, and I steadily gained weight. Now I feel so bright and happy. Where I was always thin and delicate and run-down, now I am like a different girl. I have gained weight and feel better than ever in all my life."

Thousands of run-down anaemic girls and women (and men too) have found Dr. Williams' pink pills a priceless boon because they create new, rich blood, which quickly banishes anaemia, lassitude and weakness, strengthens the nerves and gives new life to the whole system. Try these pills to-day. 3s. a box (triple size 5s.)—but ask for Dr. Williams.

Keep off the Sick List

TO ESCAPE the harmful effects of weak or sluggish kidney action it is wise to take Doans Backache Kidney Pills without delay. This special kidney medicine stimulates the action of the delicate kidneys, so that harmful poisons and waste are filtered away. Pains in the back, bladder weakness, disturbed nights, stiff muscles and joints and swollen limbs, nerve pains, and other kidney troubles will vanish when rich pure blood is again nourishing the system. Men and women alike can take Doans Pills with confidence. Their merit is proved by the published testimony of 50,000 grateful users.

Get rid of Kidney Troubles.

Ask Your Chemist for

DOANS Backache Kidney Pills

SQUARE MEALS FOR STOMACH SUFFERERS

One distressing aspect of stomach trouble is the way it plays havoc with your appetite. You can't enjoy your food when you know that every mouthful will have its revenge in burning, smarting bile. You dread meals when you know they will start a nagging pain in the pit of the stomach that quickly becomes unbearable.

What is the result? Even if you want to eat, you dare not eat heartily—not enough to nourish you properly. So it goes on. You get weaker, your stomach gets worse, you are heading straight for serious trouble.

Be warned by the experience of thousands of stomach sufferers. Don't fiddle about with "brandy remedies" or cheap "cure-alls." Never play tricks with your stomach. Soothe and correct the trouble with the proven remedy, professionally recommended—Maclean Brand Stomach Powder.

This famous stomach remedy provides an alkaline treatment for acid stomach—9 times out of 10 the cause of your trouble. But unlike some "remedies," Maclean Brand does not rob the stomach of *all* acid—it removes *excess* acid only and soothes the inflamed membrane of the stomach.

After taking MACLEAN BRAND Stomach Powder you will feel like eating a proper meal—and after you *have* eaten it, you'll suffer no painful after-effects.

Always look for the signature "ALEX. C. MACLEAN" on the bottle. 1/2, 2/- and 5/-. Powder or Tablets.

"STAR" TRUST CLUB ALL GOODS ON FIRST PAYMENT OF 1/-

Agents wanted to form "Star" Trust Clubs. 50 Members only—50 Weeks to Pay. Commission equal to 70/-.

No waiting for goods. No dunning for sums. A selection of over 1,500 Quality Bargains in our Coloured Catalogue, of Ladies', Gent's and Children's Dressings, Bedding and Household Goods at unbeatable prices from 2/6 to 10/- Our Illustration is Bargain No. H.250 Coloured Blankets at the amazing price of 6/- per pair.

Write at once for full details.

STAR TRUST CLUB, (Dept. J.B.), 38, Cannel Street, Manchester, 4.

"Bullets" Colossal 25th BIRTHDAY OFFER

JOHN BULL'S RECORD DISTRIBUTION 25000 AWARDS

WIN £25 MONTHLY FOR LIFE plus £1,000 Cash

HURRY FOR THIS HUGE PRIZE!

YOU have only a few days left if you want to make Friday, October 29, the beginning of a new life of comfort and independence, with the future unclouded by care.

Think of what receiving *Bullets* 25th Birthday First Prize telegram on that day would mean to you and yours. All immediate worries would be banished by the arrival a few days later of a £1,000 fortune and, for the rest of your days, you would revel in the security of a £25 Monthly Pension from JOHN BULL! Nor is that all. A magnificent 1937/1938 "Morris" Car would also be yours, a Television Set value up to £80 would be installed in your home as soon as you wish and, to complete your mighty First Prize, you would be invited to bring a chosen companion to London for a Millionaire's Celebration Week at JOHN BULL's expense.

All that is required to capture this enormous 5-in-1 prize are a few well-chosen words fitted to one of the 48 interesting *Examples* provided. Make good use of the coupons finally provided on the opposite page and *Bullets* giant 25th Birthday First may well be yours!

This record distribution of prizes continues with a glittering array of 1,000 Birthday awards, followed by 24,000 2-in-1 prizes, each value 3s. 6d. Finally, EVERY ENTRANT is invited to secure a unique 3s. 6d. Birthday Book FREE by qualifying as directed.

Such are our 25th Birthday Celebrations. Soon it will be too late to enter for this stupendous Offer of prizes value over £8,000 and unlimited Free Birthday Books; the time to start on your *Bullets* is NOW!

HOW TO MAKE "BULLETS"

START now and you have ample time to turn out a *Bullet* worthy of that colossal 5-in-1 First: do not delay—or you may well be presenting independence for life to somebody else!

Read carefully through the *Examples* and jot down, say, six which specially appeal to you. Then, opposite each, note down all the rough ideas which they suggest to your mind.

Now a *Bullet* must consist of TWO, THREE or FOUR words of apt and original comment, closely linked with the chosen *Example*. Your next step, therefore, is to condense and improve these rough notes into polished *Bullets*.

Suppose, for instance, you had decided to work on the *Example*, GLITTERING PRIZES. Your first jotting might be, *Tempt Dictators To Risk Lives And Money*; from this you could easily produce the typical *Bullet*, GLITTERING PRIZES—MAKE DICTATORS "RISK MILLIONS."

Before starting on your own efforts, you will be wise to study the good points of the leading *Bullets* in our 1,089th Contest which appear on this page. Once you have appreciated the merit of these successful efforts, you will be ready to turn out a winner yourself.

Remember — this tremendous 25th Birthday Offer, with its huge prize-list exceeding £8,000 in total value, is within your reach for only a few days more. The sooner you start on your *Bullets* the better, therefore, for none of those 25,000 prizes and unlimited Gift Books can be yours unless your entry is postmarked on or before Saturday, October 16.

Add 2, 3, or 4 words only to any "Example"

IN PROSPERITY'S TRAIN
STRUGGLE FOR SUPREMACY
PARLIAMENT'S JOB
MAKES LIFE A TRIAL
ARMY OF WOMEN
WHAT HOME MEANS
PARADISE FOR CHILDREN
BRITAIN'S WATCHDOG
AT BROADCASTING HOUSE
PREVENTED AN EXPLOSION
THINKING OF SONNY
GLITTERING PRIZES
CAPTURED HER HEART
WHEN WIFEY SHINES

MARS' HARVEST
RECRUITING
JOHN CITIZEN
PIRATES
BETWEEN WARS
FENCES
OUGHT TO GO
ROUSED
SILLY GAME
DIVORCED

FIRES
LOST HER
IN TEARS
COWARDLY
A SHOCK
OUR DAUGHTERS
LAND OF HOPE
ORPHANS
FAITH'S FORTRESS
DESERTED VILLAGE

FLOWER OF MANHOOD
WHAT MONEY DOES
SHE SAID SHE COULD COOK, BUT
SUSPECTED OF MURDER
LIKE A GIANT REFRESHER
CHILLY ATMOSPHERE
UP AT THE TOP
MR. STICK-IN-THE-MUD
HE'S GOT NO WORK, SO
"IT MIGHT BE WORSE!"
WHAT WE CAN'T DO
AN ANGEL GAME AND
DESERVES A THRASHING
TO MAKE THE ROAD SAFE

READ THESE RULES CAREFULLY.

1. The First Prize will be awarded for what, in the opinion of the judges in consultation with the Editor, is the best Bullet received and the other prizes in order of merit, the cleverness, aptness and originality. The Editor undertakes that every Bullet receives careful consideration by a competent staff of qualified judges.

2. Only two attempts may be written on each coupon and a postal order must be sent at the rate of 1d. for each coupon made use of. This must be made payable to John Crossed & Co., Entrant's name, address and date of posting must be written on back of order, the number of which must be duly noted on each coupon submitted. Coupons must not be mutilated.

3. The Editor's decision on any matter of dispute arising in connection with this Competition must be accepted as final and legally binding in all respects and acceptance of this is an express condition of entry. Employees of Oldhams Press Ltd. and their families are not eligible.

RESULT OF "BULLETS" No. 1,089

First Prize: £300 plus 28-Guinea Radiogram

S. PERRY, Manor Farm, Frampton Mansell, Chalford, Stroud, Glos.

Example: GETTING ON BETTER
Bullet: OR WORSE, REMEMBER "Vows"!
(Entered on "Target" Prize coupon.)

SECOND PRIZE £50:

F. AYTON, 7, Roskell Road, Putney, S.W.
Example: Hard On Children
Bullet: Nowhere To *Be* Children!

THIRD PRIZE £25:

W. HILDER, 1, Church Terrace, Seal, Sevenoaks, Kent.
Example: On Dad's Allotment
Bullet: Every Label A "Tombstone."

OTHER PRIZES:

£20: G. LEWIS, 9, Osborne Terrace, Nantymoel, Bridgend.
Geneva's Team — Missed Opportunity—Humanity "Groaned."

£15: Mrs. L. FALLON, 10, Brodrick Grove, Abbey Wood.
Young Rebel — Often "Offshoot" Of "Birch."

£10: J. POOLE, Saracens Head, Meir, Stoke-on-Trent.
Now Auntie's On The 'Phone—"Dirty Linen" (Electrical) Washed!
(Entered on "Target" Prize coupon.)

£9: F./Sgt. P. WALKER, R.A.F. Station, Southampton.
What We Owe—Gets Round—Get Square!

£8: H. J. HARRIS, "The Cot," Blackwater, Isle of Wight.
In Life's Autumn—Civilisation, If "Turning Yellow."

£7: Mrs. J. WOOD, 18, Kellett Lane, Lower Wortley, Leeds.
On Dad's Allotment—One "Philosopher"—Many "Stones."
(Entered on "Target" Prize coupon.)

£6: A. G. GODDARD, 37, Aberdeen Road, London, N.W.
Hard On Children—Slum, "Cage"—Street, "Trap."

£5: R. SPENCER, 11, West Street, Lr. Broughton, Salford.
Furtively—Office Cat Re-appears, *Tuesday!*

10 PRIZES OF £2 10s.

A. T. CORDER, 93, Marshall Avenue, Bognor Regis.
Now Auntie's On The 'Phone—Supervisor's Got A Supervisor!
(Entered on "Target" Prize coupon.)

M. C. FRAME, 21, Queen Street, Paisley, N.B.
Big Idea—Geneva "Grew Out Of."

P. GILES, 9, The Leys, Chipping Norton, Oxon.
"Think Again!"—Tell Yourself—Thinking Tells!
(Entered on "Target" Prize coupon.)

F. J. LANCASTER, 32, Cropthorne Road, Shirley, Warwicks.
Hitler Thinks—Then Carefully Acts Rashly!

Mrs. MARSHALL, 31, Lushington Road, Eastbourne.
What We Owe—Ourselves, "Rendering Better Account."

J. E. MASSARELLA, 48, St. Leonard's Road, Weymouth.
Thrill For The Village—Film-star's Idea, Visiting London!
(Entered on "Target" Prize coupon.)

C. MORRISON, 2, Park Avenue, Laurieston, Falkirk.
Growing A Little—Moustache, On Approval—Henpeck!

A. G. PERKINS, 152, Beauchamp Road, Upper Norwood, S.E.
In Life's Autumn—*Long* "Winter" Hoped For.

L. E. ROGERS, 85, Mortimer Street, Trowbridge, Wilts.
Beams—From Boss, Plodder's "Fuel."

J. WILSON, City Cottages, Long Meanyhate, Moss Side, Nr. Leyland.
Getting On Better—I'm Snubbed—Once, Ignored.
(Entered on "Target" Prize coupon.)

Each of the above winners up to £20 will also receive an "Ultra" All-wave Radio Set.

A list of 25 £1 and 500 2s. 6d. winners can be seen at the offices of [illegible]

CROSSWORD No. 81—TERMS AND CONDITIONS

ON page 44 is presented the eighty-first of JOHN BULL'S entertaining Crossword Puzzles; you are invited to test your skill and knowledge by completing it with the guidance of the Clues provided.

Aptness and accuracy of Answers in relation to the Clues form the standard of excellence by which entries will be judged, and all decisions will be based on the Answers of Competitors. This judging will be carried out under the supervision of an Adjudication Committee consisting of the following: The Editor of JOHN BULL; Doctor Lionelius Abercrombie, M.A.; and Doctor C. K. M. Joad, B.A., D.Lit.

Each entry received will be carefully considered, and the First Prize-winner will be the competitor who on examination has completed the Puzzle and has given what, in the opinion of the Adjudication Committee, is the best set of Answers to the Clues provided. And this set of Answers will constitute the winning Puzzle Square.

If at any points in the Puzzle where a choice of words exists the Adjudication Committee decides that no one competitor can be preferred on the test of aptness and accuracy, then competitors there using words of equal merit as Answers will be adjudged as having tied at those points, which will be duly indicated when result and winning Puzzle Square appear in JOHN BULL published Thursday, October 28, 1937. The reasons which decided the Committee's Award will be published in JOHN BULL'S free weekly "Crossword Gazette," copy of which will be forwarded free on receipt of stamped addressed envelope. The First Prize will be awarded to the competitor whose entry is next in order of merit. In the event of a tie or ties the whole amount of the prize will be equally divided, but not more than one cash prize and one other prize will be allowed to one entrant.

Acceptance of the findings of the Adjudication Committee in regard to the most meritorious entries and of the decisions of JOHN BULL in all other matters is a condition on which entries are accepted and is legally binding on all entrants in this Crossword Competition.

RETAIN FOR USE WITH YOUR ENTRY NEXT WEEK THIS VOUCHER FOR BONUS VALUE £2 10s.

(For enclosure only with "Bullets" for Competition No. 1093, not Comp. No. 1092)

I certify that I entered ..... *Bullets* for 25th Birthday Offer No. 1,092, of which I can give details if required.

I now enclose my *Bullets* for Offer No. 1,093—please register me to receive, with any cash prize of 10s. or over, a Birthday Bonus value £2 10s.

Signed .....

Address .....

.....

N.B. Voucher valid only if enclosed with entry for "Bullets" No. 1,093, closing postmark, Sat., Oct. 23—1ST BIRTHDAY OFFER.

brings PRIZES value over £8,000 and UNLIMITED GIFTS!

also
TELEVISION
and
MILLIONAIRE'S CELEBRATION
with
CAR
With your huge Pension and Fortune a MORRIS "12"—the latest model
VALUE £215
As soon as Television can be received in your district, "John Bull" will equip your home with your choice of Televiser, value up to £80.
WEEK IN LONDON FOR TWO—All at "John Bull's" expense.

ALL THESE OTHER AWARDS ALSO MUST BE WON

OR £3

£200	£100	£50	£40
£30	£20	£19	
£18	£17	£16	
£15	£14	£13	
£12	£11	£10	
2 of £9	2 of £8		
2 of £7	3 of £6		
25 of £5	25 of £2		
25 of £1	25 of 15s		
25 of 12s	25 of 10s		
25 of 7/6	300 PRIZES VALUE 5/- EACH		
24,000 OTHER 2-in-1 PRIZES EACH VALUE 3/6			

SAT. OCT 16

LAST DAYS—Closing Postmark, Sat., Oct. 16

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,092) Closing postmark SAT., Oct. 16. P.O. No. ..... I agree to enter in accordance with the rules announced on opposite page. With 1 coupon send P.O. for 6d. Signed ..... Address .....

"Bullets" must consist of TWO, THREE or FOUR words.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,092) Closing postmark SAT., Oct. 16. P.O. No. ..... I agree to enter in accordance with the rules announced on opposite page. With 2 Coupons send P.O. for 1s. Signed ..... Address .....

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,092) Closing postmark SAT., Oct. 16. P.O. No ..... I agree to enter in accordance with the rules announced on opposite page. With 3 Coupons send P.O. for 1s. 6d. Signed ..... Address .....

Write name and full address on each coupon.

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,092) Closing postmark SAT., Oct. 16. P.O. No ..... I agree to enter in accordance with the rules announced on opposite page. With 4 Coupons send P.O. for 2s. Signed ..... Address .....

ENCLOSE GIFT LABEL IF SENDING 5 OR MORE COUPONS

EXAMPLE
BULLET
EXAMPLE
BULLET

(1,092) Closing postmark SAT., Oct. 16. P.O. No. ..... I agree to enter in accordance with the rules announced on opposite page. With 5 Coupons send P.O. for 2s. 6d. Signed ..... Address .....

If you wish to use advertiser's coupon on back you can write further "Bullets" on plain paper.

UNLIMITED 3·6d "Bullets" BIRTHDAY GIFT BOOKS

To mark "Bullets" 25th Birthday a superb new 3s 6d. Gift Book has been prepared for "Bulleteers." Containing every First Prize "Bullet" since 1912, all winning efforts of past two years in Dictionary Form, articles by "Bullets" experts, full details of "Bullets" judging, 25 easy methods of winning, etc., etc., it forms a complete guide to success far more valuable than any ever published in the past.

You have simply to complete FREE GIFT label and enclose with five or more coupons for "Bullets" No. 1,092 all bearing same name and address. (Owing to Customs Duty, Free State applicants can receive non-book Gift only.)

ENCLOSE THIS FREE GIFT LABEL

BOOK POST - WITH CARE

NAME .....

ADDRESS .....

.....

.....

IF UNDELIVERED RETURN TO SENDER, 30, BEDFORD STREET, LONDON, W.C.2.

NEWSAGENTS' PRIZES.—Cheques for £10, £5 and £2 respectively will be paid to the newsagents from whom the three chief winners in "Bullets" No. 1,092 recently purchased their copy of "John Bull."

ENTRY-FEE.—Enclose a Postal Order with your entry at the rate of 6d. for each Coupon submitted. This should be made payable to "John Bull" and crossed "& Co."

Address Entry: "Bullets" No. 1,092, "John Bull," Long Acre, London, W.C.2 (Comp.)

The Great Biological Remedy

For the Veins, Arteries, And Heart

Elasto

The Wonder Tablet

REGISTERED

Not a Drug But a Vital Cell-Food

A Good Circulation is the Real Basis of Health!

NO ailment resulting from poor or sluggish circulation of the blood can resist the curative action of Elasto. Painful, swollen (varicose) veins are restored to a healthy condition, the heart becomes steady, the arteries supple, skin troubles clear up, leg wounds (bad leg) become clean and healthy and quickly heal, piles disappear, inflammation and irritation are soothed, rheumatism simply fades away, and the whole system is braced and strengthened. This is not magic, although the relief does seem magical; it is the natural result of revitalised blood and improved circulation brought about by Elasto, *the Wonderful New Biological Remedy.*

Read What Users of Elasto Say

"No sign of varicose veins now."
"All signs of phlebitis gone."
"I feel ten years younger."
"Cured my swollen legs although I had been suffering for years."
"My Doctor highly praises Elasto."
"Now walk long distances with ease."
"Elasto has cured my bad legs."
"Elasto tones up the system and cures depression."
"Now free from piles."
"Varicose veins cured after 12 years of useless bandaging."
"Rheumatoid arthritis gone. I have never felt better."
"As soon as I started taking Elasto I could go about my work in comfort, no pain whatever."
"Had rheumatism so badly I could hardly walk, but Elasto cured me."
"The stinging sensations I used to get in my left arm and leg (arterio-sclerosis) are quite gone and my general health is much improved."
"Suffered for years from a weak heart, but Elasto cured me."
"Completely cured my varicose ulcers."
"I am now free from pain."
"My skin is as soft as velvet, thanks to Elasto." Etc.

Elasto Cures Through the Blood!

Elasto is something new to curative science, it dispenses entirely with the use of drugs; it is based on the knowledge that varicose veins, bad leg, rheumatism, piles, hardened arteries, heart weakness—to name but a few of the many ailments associated with bad circulation—are *deficiency diseases*; that in all such conditions there is a lack of certain *vital constituents of the blood.* Owing to this lack the body is unable to build up the elastic tissue needed to maintain the vein and artery walls and the membranes in a healthy condition and a state of flabbiness results. Elasto restores to the blood the vital elements which combine with the blood albumin to form organic elastic tissue and thus enables Nature to restore elasticity to the relaxed and devitalised fabric of veins, arteries and heart, and so to re-establish normal circulation: *the real basis of sound health.*

Not Magic—Just Logic!

ELASTO corrects all Disorders due to bad circulation because it restores muscular tone to the heart and elasticity to veins and arteries, making them as healthy and as sound as ever. Prepared in small, delicate tablets by a special process, Elasto dissolves instantly on the tongue and it is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood!

Elasto, The Pleasant, Handy Remedy!

Every sufferer should test this wonderful Biological Remedy which quickly brings ease and comfort and creates within the system a new health force; stimulating the growth of new healthy tissue-cells to replace worn-out and diseased tissues, increasing vitality and bringing into full activity Nature's own powers of healing. Prepared in small delicate tablets, by a special process, Elasto dissolves *instantly* on the tongue, and is absorbed directly into the blood stream, thereby actually restoring the natural power of healing to the blood! It is not a drug, but a vital cell food, which *must* be present in the blood to ensure complete health. That explains why Elasto succeeds where ordinary treatments have failed. It also explains why Elasto gives results for a few shillings where formerly pounds have been spent to no purpose. Nothing even remotely resembling Elasto has ever been offered to the general public before. It is the pleasantest, the cheapest, and the most effective remedy ever devised.

Take Elasto for:—

Painful and Swollen Veins (Varicose Veins), Bad Leg, Eczema, Phlebitis, Heart Troubles, Gout, Rheumatism, Piles, Hardened Arteries (Arterio-Sclerosis), and all Disorders due to Bad Circulation.

For All "John Bull" Readers

FREE

A Generous Sample of this Wonder Remedy

SIMPLY fill in the Coupon below for a Free Sample and a Special Free Booklet fully explaining Elasto, the New Biological Remedy. These, together with copies of recent testimonials, we will gladly send privately, post free. Don't lose another moment! Write for these to-day—NOW, while you think of it! Or send 5s. for a whole month's supply (in plain wrapper) and see for yourself what a wonderful difference Elasto makes!!

This offer is too good to be missed!

ELASTO (Dept. IS.D),
Cecil House, Holborn Viaduct, London, E.C.

Elasto Stimulates Cellular Activity & Restores The Natural Power of Healing To The Blood!

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